

BUSINESS & FINANCE DEPT.

# *The* **REPORTER** *of Direct Mail Advertising*

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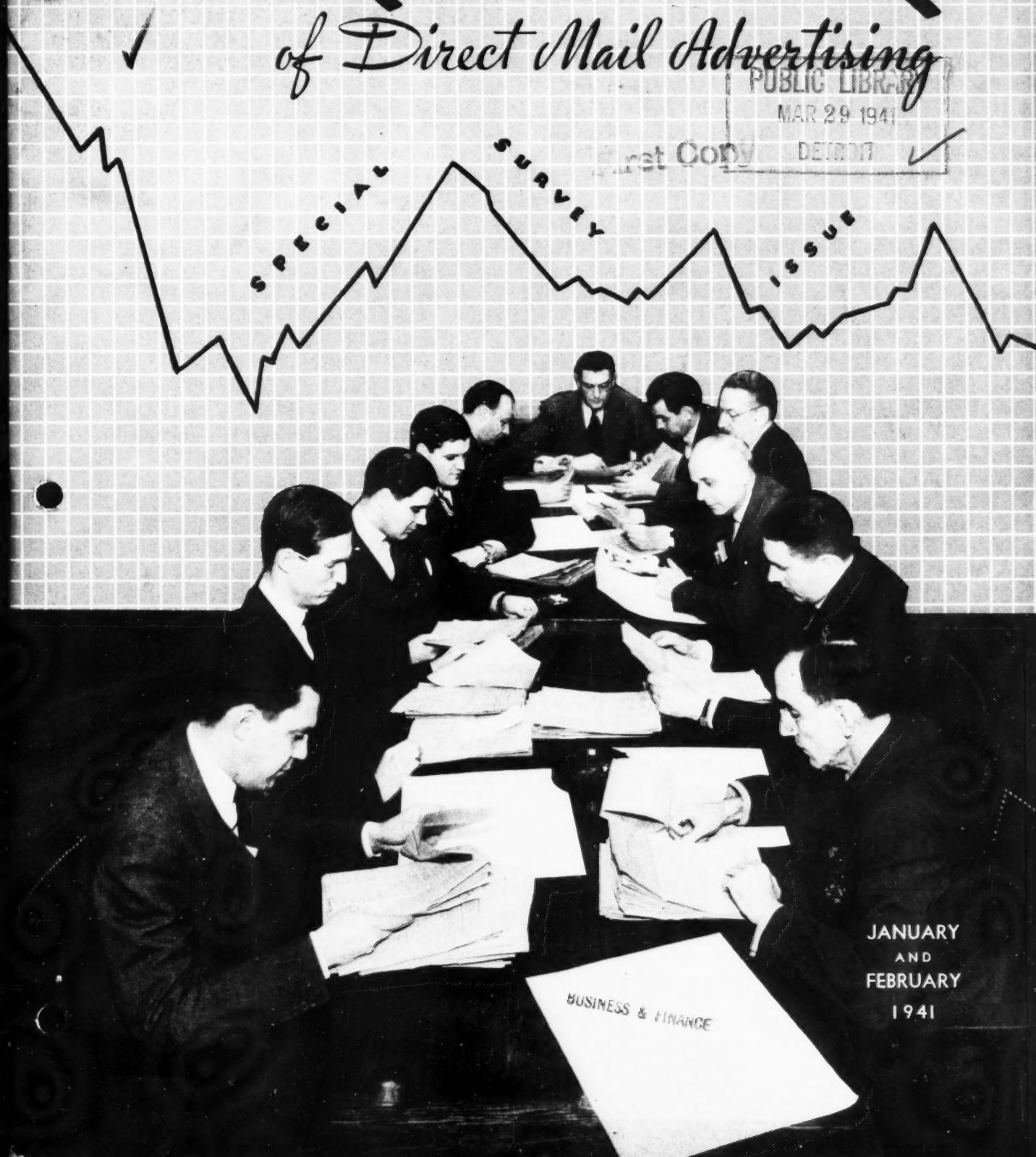
MAR 29 1941

First Copy

DETROIT

SPECIAL SURVEY

ISSUE



JANUARY  
AND  
FEBRUARY  
1941

BUSINESS & FINANCE



# America says, "Thumbs up"

*The Roman people held the power of life and death over a combatant in the Colosseum.*

*It was Thumbs Up or Thumbs Down.*

*The American people hold the power of life and death over a product or business*

*—and with the American people it's Thumbs Up for Quality.*

The Greatest Purchasing Agent in the world is the man who buys in America today.

He may purchase for his company, and the quality of what he buys can help make or break his company's name or product.

He may purchase for his home, and the quality of what he buys—not the amount of money he spends—can make that home a more attractive, satisfying and pleasant place to live.

\* \* \*

The Roman people wanted "Bread and Circuses."

The American people want quality and performance when they spend their money.

\* \* \*

A penny for an all-day sucker that he thinks is a full money's worth makes a child happy. If he gets "gypped" he's mad at that candy store.

\* \* \*

If a woman gets "stung" on a can of tomatoes, a vacuum cleaner, or a pair of stockings, she "Thumbs Down"

the brand; oftentimes the store where it is sold.

\* \* \*

There are people, in business and in private, who are not True Purchasing Agents.

They look at a griddle or a gasket, not for what it does, just for what it costs.

\* \* \*

If you feel something does more for you than you expect it to for its cost, that cost is low.

If you feel something does less for you than you expect it should for its cost, that cost is too high—and a delusion.

\* \* \*

The American Purchasing Agent knows these things—it is his business to know them.

Products and services that come before the American Purchasing Agent have to be good to catch his eye; have to stay good to keep it.

If you really have quality, you will get the business; if you don't really have it, sooner or later you will "get the gate".

## WHAT IS QUALITY IN STENCIL DUPLICATION?

It is a crisp legibility in a bulletin, a form, a letter, or a requisition blank that makes it inviting to the eye.

It is permanence and richness of impression.

These results in Mimeograph copies are made possible by an affinity of machine, stencil sheets and ink which has no parallel in the duplication field.

*Four-purpose stencil sheets* adapted for typing, ruling, illustrating and writing. Stenographers prefer Mimeograph stencil sheets, because they are so easy to prepare and so easy on the eyes.

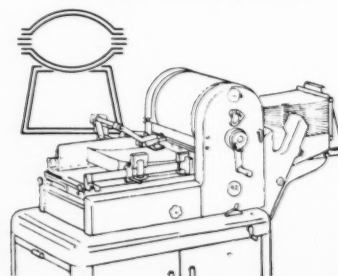


Anyone can operate the Mimeograph duplicator and turn out beautiful copies—up to 160 per minute.

Our Customer Aid Department trains your people in its most efficient use.

Our distributors, in all leading cities, are trained to study your problems and recommend a moneysaving simplification of them.

A. B. Dick Company, Chicago



# Mimeograph duplicator

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## WRITING EFFECTIVE LETTERS

The June 1940 Reporter gave the Letter Appraisal Chart issued by the Division of Training, Office of Personnel, U. S. Dept. of Agriculture. It was an excellent chart for correspondence supervision, and we wrote to Donn Layne, Information Specialist at the Department of Agriculture, for more information about the letter-writing activities of their employee training program.

We received from Mr. Layne a copy of the manual, "Writing Effective Letters," written by James F. Grady, several photographs taken from their sound slidefilm "Better Letters," and several clippings from two different issues of the Department's own house organ, "Inside B.A.E." All of this material indicates a sound and interesting course in Effective Letters for which the Department of Agriculture is to be congratulated. Many textbooks on letter writing come and go through this office, but this particular program is one of the best we've seen yet.

The Manual is mimeographed, paper bound, divided into ten sections, with a blank page for notes at the end of each section. A few excerpts from the book itself will be much more helpful than a description of the contents. Read, and apply to your own letter-writing:

From the Foreword:

"Let us make sure that every letter we dictate or review is a worthy representative which will accomplish the purpose for which it is intended, supply the public with prompt and accurate information in clear and concise form, and do all this in an attitude of friendly helpfulness. Doing this will bring good will, earned and deserved."

From various sections of the Manual:

"Scrutinize your letters to make sure, first, that you are not giving unnecessary information and, second, that you convey your message in the fewest words consistent with clearness, completeness, and courtesy."

(Continued on next page)

## ABOUT QUESTIONNAIRES

THE FIRST Reporter survey, in addition to uncovering some valuable facts concerning the planning of Direct Mail, brought us a few caustic marginal notes, anent the inadequacy of our 6 3/4 return envelope for a three-page questionnaire. We mentioned these notes to several of our questionnaire-mailing friends, including Reporter Chet Sloane of Parents' Magazine, who gave us this comforting bit of information:

"A few weeks ago I sent out about 1,300 questionnaires to two separate lists. In each case I split the list down the middle and folded half the questionnaire as I ordinarily would and the other half to fit the 6 3/4 return envelope that was enclosed.

"Your guess as to the result is probably as good as anybody's and almost certain to be wrong, because the test washed out just about even. On one of the two lists the response was almost 50-50 and on the other we actually received slightly more from the people who had been sent the clumsily folded questionnaire.

"And so, there you are! You worry about things like this until you are finally driven to some practical research on the subject, and you wind up proving that your worst fears are entirely unfounded. If there is a moral to this story at all, it is this: Never let yourself be swayed by the occasional marginal notes that some guys can't resist writing on your questionnaires."

\* See page 15 for Reporter Survey.

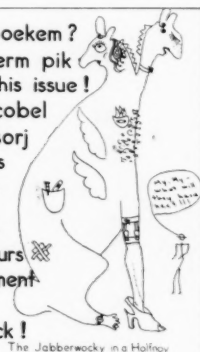
## HORRIBLE EXAMPLE

FROM W. A. BURNETTE, BAKER & CO., INC., Newark, N. J. comes this note: "Here's one for your file of horrible examples of direct mail. I'll let the 'advertisement' speak for itself."

So will we. Here it is:

Ubey, corst poekem?  
Doef kotel elberm pik  
So dont miss this issue!  
Byexer welort cobel  
febb in tsexik sorj  
exciting articles  
about vepewle

Minicam makem  
advanced amchurs  
buy lotsa quipment  
so all dealers  
getem rich quick!



the big PRE-XMAS issue of  
**MINICAM PHOTOGRAPHY**  
closes forms Oct. 8th!

EVERETT GELLERT 52 W. 45 ST. N.Y. 19

## SPEAKING OF COLOR

A COLORFUL FOLDER, which must have demanded and received 100 per cent attention, was recently issued by The E. F. Schmidt Company, Milwaukee, Wisconsin. It is a French fold affair, measuring 9" x 12" with front title reading "Color Plus." Inside spread, measuring 18" x 12", reads "Printing Versatility plus Printing Standards that go beyond the Printing." Then you open it again to size measuring 18" x 24" and see full length, full color picture of gor-ge-ous bathing beauty, as an example of the press workmanship which goes into The E. F. Schmidt Company printing. This particular Kodachrome was printed by offset method with regular four color, processed halftones. The Schmidt folder offered copies of the bathing beauty unfolded, without reading matter for framing. We will make a guess that the requests were numerous.

Memo to George Kinter: Isn't our restraint wonderful? We firmly resisted all temptations to reproduce . . . depriving you of another wise crack.

"Be thrifty—not stingy—with words. Use all that are necessary to the purpose and tone of a letter, but use no more."

"Every letter should be written not merely so that it can be understood, but so that it *cannot be misunderstood*. The confusion and additional correspondence caused by obscure expression demand that correspondents review every letter to make sure that that it cannot be misunderstood."

"The first essential of clearness is to *understand the situation to be discussed*. Know your subject; clear writing is impossible without clear thinking. Clearness depends also on your ability to project yourself into the place of the reader—to visualize his background concerning the subject of your letter. Clearness requires, finally, that you present the necessary facts in a simple and concise manner."

"Write simply and clearly so that there is no danger of getting a reply like that received by one agency: 'Please tell me in one-syllable words just what you want me to do and I will be glad to do it.'"

"Before dictating decide what you will say, and then determine the tone that is appropriate to your message. The appropriate tone, depending on the letter, may be matter-of-fact, particularly friendly or informal, formal, convincing, persuasive, sympathetic, earnest, simple, insistent, regretful, grateful, or firm."

"Be sure that you know the exact purpose of a letter before you begin to dictate. Having clearly in mind what you wish to say will help to clarify and strengthen your letter."

"Direct your message to the interests of the addressee."

"A letter is essentially a substitute for a personal interview, and therefore the same language that would be appropriate in a conversation with the addressee should be used in a typewritten message to him. In fact, a good letter may be defined as one in which we 'talk' to the addressee in simple, easily understood, and courteous language. The style of conversation, however, should be that of a careful speaker who selects his words with discrimination and expresses his thoughts with clearness and dignity."

This kind of sound advice, supplemented with plenty of right and wrong examples, rules, and suggestions, adds up to a first-class letter-writing manual. The illustration for our "head" was from the sound slidefilm, "Better Letters."

In sending us this material, Donn Layne had this to say about their program:

"Our correspondence Review Section has stated that the percentage of Bureau letters sent back for retyping due to stenographic errors, incompleteness, lack of proper tone, etc., has decreased from 8 per cent to 2 per cent since the start of our discussion groups.

"The credit for any achievement along these lines does not go to me. It goes to the people on the firing line who have taken much interest in this activity and have put it across with great enthusiasm, such people as the Discussion Leaders of each Division, the letter writers that make up these discussion groups and Dick Snow of the Bureau Training Unit who sees to it that the proper material is available at the right time so that each meeting is of interest to all participants."

Our congratulations to James F. Grady, Donn Layne, Dick Snow, and the others on the firing line. When a Department of the United States Government can successfully conduct such a program, what's to keep private industry from doing likewise?

## SEE PAGE 38 FOR REPORTORIAL AND CONTENTS INDEX

VOL. 3, No. 10, JANUARY-FEBRUARY, 1941.

The Reporter of Direct Mail Advertising, is published monthly by Henry Hoke, publisher; from the Direct Mail Center, 17 East 42nd Street, New York City. Telephone Number: V-Anderbilt 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939 at Post Office at New York, N. Y., under Act of March 3, 1879. Copyrighted, 1941, by Henry Hoke, N. Y.

## ABOUT COLOR

The Color Research Division of the General Printing Ink Corporation, 100 Sixth Avenue, New York, has been collecting data on the use of color in Direct Mail Advertising. A letter, over the signature of Herbert Kaufman, Advertising Manager, asks, "Have you ever tested color against black and white in direct mail advertising? Do you have any specific information which you would care to trade with us?"

With the letter went a copy of the little booklet, "Any Color so long as it's Red." First page of this booklet is given to the poem by Eugene Field—

Any color, so long as it's red,  
Is the color that suits me best,  
Though I will allow there is much to be said  
For yellow and green and the rest;  
But the feeble tints which some affect  
In the things they make or buy  
Have never—I say it with all respect—  
Appealed to my critical eye.  
There's that in red that warmeth the blood,  
And quickeneth a man within,  
And bringeth to speedy and perfect bud  
The germs of original sin;  
So, though I'm properly born and bred,  
I'll own, with a certain zest,  
That any color, so long as it's red,  
Is the color that suits me best.

Something else concerning the mailing that's worth quoting is a paragraph in an answering letter received by General Printing Ink from G. B. Wright of the Nash Engineering Company, South Norwalk, Conn. Said Mr. Wright:

On the hangar at the old Norwalk Airport was printed in large letters these words of warning to flyers: "This is a small landing field. USE ALL OF IT!" We use color for no more profound reason than that. The means we have to make our stuff effective are few at best, and we "use all of it."

Evidently many house magazine editors agree with Eugene Field. Glancing over this month's crop, our eye was caught by many house magazines brightened by the addition of red. Some examples: The Royal Standard of The Royal Typewriter Company, the Pontiac Owner's Magazine, and The Fuller World of the Fuller Brush Company, Hartford.

\* \* \* \*

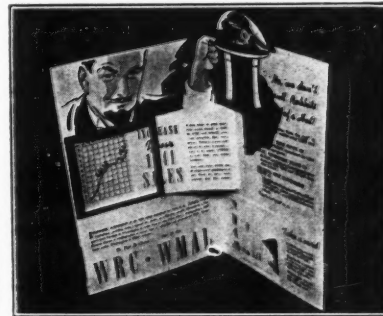
Sometimes a *little* color is a dangerous thing . . . when it makes the rest of the piece look drab in comparison. For example, the D. V. Burrell Seed Growers Company, Rocky Ford, Colorado, used reproductions of beautiful color photographs for the covers of their 1941 catalogue. The colors really brought out the beauty of flowers and melons grown from Burrell's seeds. But the 120 pages of the catalogue were printed in black only, (and not very well printed, at that,) which was quite a let-down from the exciting color of the covers.

To use color on 120 pages would, we admit, make the cost of this catalogue very high. But a color page here and there through the book would maintain the interest aroused by the cover. And if that isn't feasible, good black and white printing throughout would avoid the let-down from good color cover to poor black and white.

THE REPORTER

## IT'S LIKE MAGIC

THAT WAS A super-complicated mailing piece issued by Stations WRC and WMAL of the National Broadcasting Company, Washington, D. C. It would be hard to get more tricks in one package. Front of folder pictured here has drawing of a magician with title, "It's Like Magic." An ace of hearts was tipped to the front cover



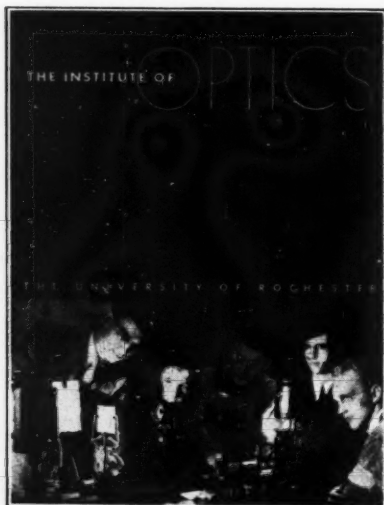
with one corner of the card extended out from the left hand margin. Open the folder and a lot of things happen. Out of the magician's hat pops a die-cut rabbit . . . the off-center tipped-on ace of hearts being the motivating device. Out of a die-cut square at the left is pulled a card which reads, "Increase your 1941 sales." As the card is pulled out (by the action of the third page) a sales chart is revealed. The action getter is the card at bottom right . . . a return card designed like an ace of spades and slipped into a die-cut pocket. Here are the instructions: "Show me how I can push my 1941 sales ahead of 1940 by using WRC and WMAL. Let's have the facts on how WRC and WMAL can bring me low cost, immediate sales results."

All of the copy is cleverly worked into all of the motions and trick devices. For the average business, a folder like this might not be appropriate. But, radio advertising through the mail has set a fast pace in dramatic showmanship. This piece from Washington increases the tempo.

## D.M.A.A. PICKS MONTREAL

THE DIRECT MAIL ADVERTISING ASSOCIATION will hold its 24th Annual Convention on October 15, 16, 17, at Mount Royal Hotel in Montreal, Canada. Spalding Black, D.M.A.A. Canadian Vice-President will be General Chairman. This year of all years, the D.M.A.A.'s 1st trip to Canada should be a success.





### "STRIP-O-GRAM" NOVELTY

ABE MITCHELL, the Chicago "letter gadget" man recently sent us a swell testimonial (which modesty forbids reproducing here), and attached his latest gadget to the letter.

It's a two-color wrapper, (about the size of a chewing gum wrapper) pasted on the letter just below the date line. On it is printed, "Special Strip-O-Gram Message." A green end of strip of paper protrudes at left with the printed instruction, "Pull Here." When you pull, the whole strip comes out and unfolds and on the strip is a special action message pertaining to the letter. Abe says it's one of the best new gadgets in his line.

### SPIES OR LISTS

THERE WAS a big spy scare in Washington during January when it was discovered that names had been copied from the Civil Service Commission's personnel file.

Your reporter suspected that the F.B.I. had simply stumbled into one of these clandestine list-gathering episodes. Recent newspaper stories confirm these suspicions.

A mailing list company secured cooperation of employees in copying lists and delivering them outside for use in direct mail campaigns. That method of list compilation is illegal and unethical. There are plenty of legitimate ways of building a mailing list. Even though the spy scare was a false alarm, we hope that the F.B.I. will take the list dealers for a sleigh ride.

## DEPARTMENTALIZED PROMOTION

Congratulations to The University of Rochester, Rochester, New York for its departmentalized method of promotion (for its service information). Several years ago, your reporter talked before the Alumni Secretaries Association, analyzing and criticising alumni solicitations, publications, college catalogs, etc. We did considerable grumbling about colorless, undramatic promotion, and we were considerably upset over the unorganized, un-understandable methods of giving information in school catalogs. All is forgiven . . . if the rest of the schools in the country will follow the lead of The University of Rochester. Here is school promotion which takes its place with the leaders in commercial advertising. Each department at Rochester has its own informative literature. All of that literature is dramatized and made interesting by the careful use of photographs and by a down-to-earth, explanatory type of copy.

For example, the School of Optics has an 8½" x 11", 16 page and cover booklet (pictured here). Cover is laminated with cellophane. This booklet explains exactly the meaning of the science of optics. It explains in high-school language the possibilities in optics as a profession. It tells about the opportunities; it tells about the industries which need trained technicians in optics. It uses low pressure, but powerful selling by casually stating that: "since the founding of the Institute of Optics at the University of Rochester in 1930, every one of its qualified graduates has found immediate employment. More could have been placed had they been available." All photographs used in the booklet are excellent . . . and rightly so, because they must appeal to boys and girls who have a primary interest in photography.

The booklet for the School of Music is just as skillfully handled.

There is an idea for other schools . . . and also for manufacturers who issue catalogs. Departmentalize your promotion. It saves money in the long run. Give each prospect *that part* of your entire promotion which is of most interest to him.

Judging from the way Rochester promotes its University, it should now add a course in advertising.

And speaking of departmentalized promotion . . . we should fire a heavy salute of praise in the direction of Helen Halvorsen of Sears, Roebuck and Company, Chicago, who sent your reporter the 1941 edition of the "Wall-paper Book." Remember how we raved about her work last year? Same triple wing style design, as last year, but copy seems even better. It is still the best example of departmentalized promotion. Samples are divided into three quality groups. Each sample has its own desire-provoking copy which dramatizes the design. Here is an example:

"Sunlight for 11c a single roll! That's really what it is because this cheerful yellow paper will give your kitchen or dinette a sunny disposition and a bright new outlook on the life in your household. Touches of blue, red and green in the interesting decorative objects offer colorful contrast and suggest clever ideas for painting furniture, selecting curtains and accessories. Sunfast quality so it will keep its fresh, clear color. For a yellow paper that's washable as well as Sunfast, see illustration J on page 59."

Every piece of copy is like that. Every copy writer should study this work of art by Helen Halvorsen. It may teach you to find the sizzle in your product. It may teach you to dramatize and describe your product in an out-of-the ordinary fashion. And it will teach you something about departmentalized promotion.

## WHAT IS CONVENTIONAL?

Should a sales manager in a dignified corporation use the so-called unconventional direct mail approach (trick mailings) in running a contest among company salesmen? That is a question which has kicked up a fuss in many an organization. It is a question often put before *this reporter*.

Well . . . what is the meaning of "conventional"? How does the sales manager or the executive staff act when they meet the salesmen face to face . . . at an annual convention, for instance? Is everything run on a stuffed-shirt basis? Or, is there a smattering of free and easy good-fellowship? Do salesmen like a steady diet of conservative, conventional seriousness . . . or are they ordinary human beings like the rest of us?

Salesmanagers usually depend on direct mail as the backbone for a sales contest. It is too bad that some sales managers have to plan their campaigns to please "the boss"—rather than to please or appeal to the men in the field.

Our advice to sales managers who write to us is:—direct mail is the most personal form of approach next to actual personal contact. Direct Mail has many forms and formats . . . with unlimited opportunities for cleverness and dramatic presentation. Trick mailings to customers and prospects are dangerous unless handled with care and good taste, but trick mailings are appropriate and desirable in handling a sales contest within your own organization. The average salesman becomes accustomed to the routine bulletins and correspondence from the home office. In a special sales drive . . . it takes *something out of the ordinary* to get attention and induce extra steam. So long as the trick mailing pieces are handled with *acceptable good fellowship*, no one should object . . . not even a stuff-shirted president who has lost his personal contact with the men on the firing line.

*The Reporter* should possibly prepare display of clever and tricky mailing pieces designed to stimulate salesmen. Such a display might help those sales managers who are held down by decrees of conservatism. In lieu of such a collection, we can affirm that many of the largest and most dignified companies in the country have used sensational direct mail campaigns to speed up sales contests. One dignified insurance company used elaborate die-cut brochures which could only be opened with a key previously sent to the salesman. Belnap and Thompson out in Chicago have created hundreds of sales contest promotion campaigns for large (dignified) organizations . . . and most of the pieces are anything but old-fashioned and conservative. Good humor, friendliness, helpfulness constitute the key-notes. (For reference on the effect of humor injected into a campaign, see *THE REPORTER*, page 11, November 1940 issue).

One of the best current examples of clever originality is the campaign of Cliff Ball, of Brown & Bigelow, St. Paul, Minnesota . . . to lay the groundwork for a birthday party celebrating their 45th anniversary.

First piece was mailed in a box measuring 1" x 1" x 8". Inside was a red candle. Wrapped around it was a printed individualized invitation "to a big party." A small line at bottom said "Other details later."

Second piece was a large triple-fold folder, entitled "We'd Like to Shake your Hand and Give you a Real Pat on the Back . . . for the swell selling job you've done so far in January." Inside the folder was an out-

(Continued on next page)

## HERE'S A HOT ONE

REPORTER R. G. SUTHERIN, advertising manager of the Bakery Equipment Division of the American Machine and Foundry Company, 511 Fifth Avenue, New York City, sends us the startling example of direct mail pictured here.



Original was printed in purple and red on the glossy side of a blotter. . . . mailed under permit from Jersey City. Nowhere on this blotter mailing card is the name of the company. After stating price, it says: "Give your suits to your routeman when he delivers your laundry."

Mr. Sutherin philosophizes: "We all makes slips . . . my first impulse was to feel sympathetic toward the advertising manager and wish him better luck next time."

But there is no excuse for an advertiser omitting his name from a mailing piece.

Incidentally, why use blotters as mailing cards? Blotter advertising is good reminder advertising, but blotters on account of their softness, are not suitable for transmission in the mail without being enclosed in envelopes.

There were two strikes against this dry cleaner. He forgot to include his name and he used a piece of stock which will not carry through the mail.





EVERY ONCE AND AWHILE, some reader of *The Reporter* writes to ask us for advice on how to start an idea file. In the August 1940 issue (page 26) of *The Reporter* we submitted a simple classification outline for a Direct Mail Idea File. Several of the questionnaires returned on our recent survey carried extra comment suggesting that *The Reporter* develop a standardized filing system for Direct Mail ideas. One correspondent even took the trouble to submit rough sketches of suggested cabinet design with sections and classification tabs indicated.

We've always believed that idea files should be kept simple . . . and they must be arranged to suit the needs of the individual user. A standardized file might become complicated, if we attempted to cover all of the ramifications of the field.

However, the subject interests us so much that we've been looking around in an attempt to discover some out-of-the-ordinary piece of filing equipment that would be suitable for an advertising manager's Idea File. We found it.

From the manufacturer, we obtained the illustration shown in this item. It is called the Automatic Executive File, and is manufactured by the Automatic File & Index Company, 629 West Washington Blvd., Chicago, Illinois. J. H. Chapman is the advertising manager . . . and he is quite an extensive user of Direct Mail himself. This unusual unit seems to be the answer to the Idea File prayer. It is on casters, and can be moved around to wherever you happen to be working.

It is desk height and when the top is opened the entire contents of the upper file are exposed. There is plenty of room to examine contents without removing. The bottom drawer is handy for storing larger specimens. Unit is completely locked when top is closed and key is turned.

line map of the United States, explaining that it was impossible to reach every salesman personally, but a large glove was tipped to inside fold with instructions "put this on and give yourself a pat on the back and pretend it's us."

How about a debate the next Direct Mail Advertising Association Convention . . . or an open forum in *THE REPORTER* . . . "Should a sales contest direct mail campaign consist of tricky mailing pieces or should the format and copy be conventional?" "Who volunteers?"

## THE "LITTER LAWN" CONTROVERSY

That item in the November *Reporter* about "Litter Lawn" advertising brought in some of the best letters we've had in a long time. Maybe many of our readers who didn't write felt like this:

"I was rather amused at the rather hysterical outburst on page 22 by Mr. A. J. Cutting of the Altes Brewing Company. It seems that advertising distributed by carrier is not his individual idea of the manner in which advertising should reach a potential customer.

"I am a bit surprised that an advertising man would so unfairly evaluate any medium of advertising. 'Porch Slung' advertising, as Mr. Cutting styles it, is used regularly (and productively) by many of the finest retail stores throughout the country. Plenty of advertising managers can show facts and figures to show that such advertising is highly effective and profitable. Of course some of it gets into shrubbery and arrives at vacant houses occasionally—and occasionally falls into the hands of individuals who may be as fanatic on that particular media as Mr. Cutting. There is waste to "litterlawn" advertising and there is waste to any and every medium as any advertising man can honestly tell you."

Or, as another correspondent puts it:

"A certain article stated that free circulation from house-to-house was of little value and in general was a great nuisance to the buying public. This thought came to mind while reading it: After all, your policy is one to definitely and at all times go on record and protect direct mail advertising just as you did in remarks directed specifically at the gentleman who had published untruthful facts in a newspaper story. With that thought in mind, how come you publish derogatory remarks about some other advertising method used by many many firms very successfully?"

In *Advertising Highlights* for January, Editor George Kinter quoted a good part of our case history study to prove that Direct Mail is read. Then he slapped our wrist for the "attack" on "litterlawn" that appeared in the same issue. Says George: "A survey of users of this form of advertising might prove every bit as startling as a survey of direct mail users . . . It is all a matter of whose dog is being kicked around."

All of these critics make the same mistake: They don't catch the difference between an intra-family argument and an extra-family fracas. When we take a crack at any medium or exponent of another medium who hits below the belt in belittling the value of Direct Mail, we are going to bat for every form of Direct Advertising. That "litterlawn" criticism was a spanking of one member of our own big Direct Advertising family.

"Litterlawn" advertising is one form of Direct Advertising distributed by means other than the mail. We are as interested in this handbill variety of Direct Advertising as we are in the other forms distributed by other means. There may be a definite need and place for it. There is also a



helluva lot of waste attached to much of it. Since our readers *are* readers because they want to get the most out of all forms of Direct Advertising, a warning against "litterlawn" is as welcome as the illustration of a horrible example of *mailed* advertising.

**Reporter's Final Note:** The United States Post Office Department is the finest and best distributing organization in the world. Its employees are faithful, efficient and honest. Direct Advertising works best when delivered to an *addressed individual*. Whenever you move away from individually addressed advertising and employ hit or miss methods of distribution, you are weakening the power of your sales potentials. In spite of all claims to the contrary—the *postman* remains the most dependable and efficient carrier of a selling message. (I'm ducking the bricks. H.H.)

## MAIL SELLING ABORTION

That's what Hart Vance, Jr., President of The Hart Vance Company, St. Louis, called a collection of letters he sent us recently, with this comment: "If you care to publish the attached as a horrible example of a particularly frightful mail-selling abortion, please feel free to remove heated parts."

Exhibit A—several mail order pieces from a book publisher, advertising three different books. A Reply Card had an order blank for two of the books. Mr. Vance ordered all three, and asked that they be sent on approval.

Exhibit B—a filled-in *form letter* from the publisher. To quote parts:

"We are pleased to receive your order for the following books to be sent to you on '10 days' free examination. . . . Since our policy does not permit the shipment of more than two books in this manner to a customer at any one time, we have selected the following books for shipment at once." There followed a list of the books sent, then: "As soon as you let us know your decision regarding the purchase of these books we shall be glad to give attention to the balance of your order."

Exhibit C—Copy of Mr. Vance's reply, from which we are not removing any of the heated parts, because we feel they can serve as good warning to our readers:

"In answer to your January 25th filled-in form letter, I am hastening to return, unopened, the two books you sent us. They are going to you carriage charges collect, not because of my desire to save six cents postage, but because I very much object to paying even six cents to humor such arrant stupidity as your letter indicates.

"The books are being returned to you, unopened, primarily for the reason that if they counsel such policies as this letter of yours indicates I have no desire to read them and much less to allow any of my colleagues to do so. The belief which I now hold of their worthlessness is strengthened by your disinclination to allow them to 'be examined for five days.' Since we are in the advertising business, we are well aware, not so accurately aware as yourselves, of what a tiny percentage of *good books* sent on approval are ever returned.

"Your letter is even further inexcusable because the order came to you from a firm whose credit has been unquestioned during the fifteen years of its existence, and this simple fact could have been easily ascertained.

"Your copywriters, as far as I was concerned, did a 100% job and sold me all three books which they described in the single mailing which I answered. Evidently their success was too rich for the dyspepsia of your order department."

**Reporter's Note:** We didn't have the heart to reveal name of publisher. They have published a number of books on "How to sell by mail" and "How to handle business correspondence." And how!

## THE REPORTER

## NEWS

IT IS TOO BAD that the direct mail industry cannot get together and stage a cooperative campaign to teach, preach and explain the advantages of direct mail. Such a campaign has been recommended at various times . . . but plans eventually become tangled in misunderstandings and differences of opinion. There are just too many



paper mills, paper merchants, envelope manufacturers, printers, letter producers, etc., with too many separate and zealously guarded associations. It seems impossible to get them altogether under one tent.

One form of advertising has a consistent and continuous promotion campaign . . . and we are talking about The Bureau of Advertising for the American Newspaper Publishers Association. It is a fine job of direct mail and it should be effective. Backbone of campaign is a weekly four page bulletin sent to advertising agencies and national advertisers. Each bulletin contains one complete case history of a successful newspaper campaign. Recently other pieces have been injected. Latest one is a clever four page 9" x 7½" folder, dramatizing the constant hunger for news and the reasons why the newspaper is a good medium.

The Bureau of Advertising of the American Newspaper Publishers Association is doing an intelligent marketing job by mail . . . and there should be a similar effort for every form of advertising, including direct mail. Our only kick with the newspaper campaign is the skillful elimination of all mention of direct mail. The last report of the Association showing expenditures of national advertisers in 1939 is an impressive 113 page listing of expenditures for newspapers, magazines, farm journals, chain radio. It is specifically mentioned that figures were not available for outdoor and car card advertising. But, no mention is made of direct mail.

After you have read our Survey Report starting page 15 send us your suggestions for future questions.

## BALLOTING BY MAIL

### ANTICIPATING RETURNS

AT THE LAST Direct Mail Advertising Association Convention, some of the Direct Selling boys and girls tried to work out a method of computing final results of a test mailing on the basis of first returns.

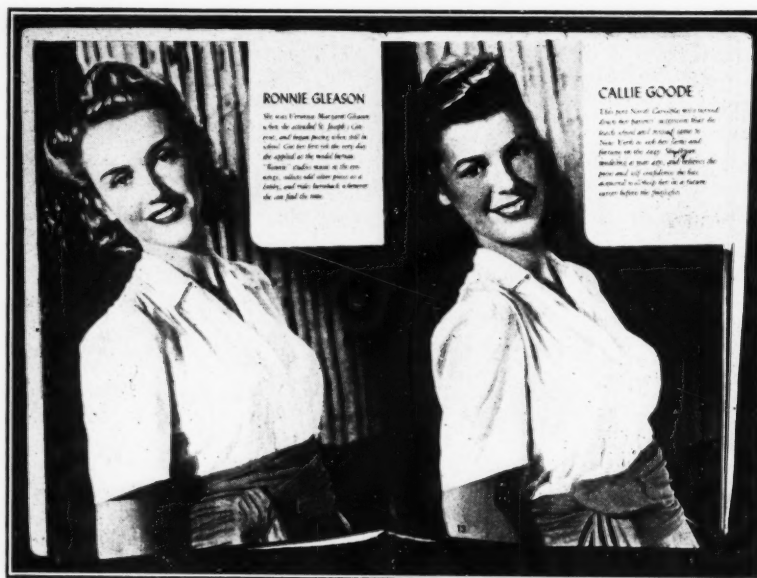
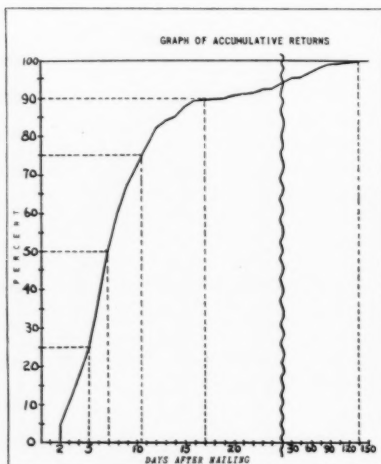
It wound up with everyone having a different set of figures and with everyone agreed that conditions differed in nearly every business.

However, if you make frequent large mailings, it is well to know the proportionate rate at which to expect returns.

As a guide, we reproduce here a graph of accumulative returns, issued by Dave Beard who runs the direct mail testing laboratory over at McGraw-Hill, New York City. This graph illustrates the returns on a 22,500 mailing for the Ironrite Ironer Company to electric appliance dealers to obtain leads for new dealers. Total returns reached 1,380 . . . a percentage of 6.1%. Notice that 25% of the total return was received within five days; 50% of total returns within seven days and 75% by the tenth day. The balance of the 25% returns stretched out over 150 day period.

YOU should have similar figures for your own business.

Speaking again on that question "Do People Read Direct Mail" . . . Dave Beard sends us additional ammunition. The McGraw-Hill Direct Mail division made a series of three mailings for the plastics division of DuPont. Returns from the first and second mailings were eliminated from list as received. Total returns from all three mailings reached 6,300 replies from original list of 10,000, which in anyone's arithmetic checks up to 63%. So at least 63% of the people on list read pieces.



Balloting by mail seems to be getting more popular . . . and we don't mean political balloting. This particular type of balloting follows the survey or questionnaire technique, but is primarily designed to stir up advance interest in an advertising campaign.

One of the best perennial examples is the annual calendar contest of the Tileston & Hollingsworth Company, 213 Congress Street, Boston. For many years, this company has issued a unique type of calendar. Twelve New England designers are commissioned to prepare the design and layout for one page (one month). Ballots are then sent with the finished calendar to the entire mailing. Each person on the list is asked to cast a vote for best design. After the votes are all in, meetings are held in various cities at which typographic and art experts analyze the work and announce their decision as well as the result of the mail balloting.

It is an interesting technique of mail promotion, because it induces many people to read an entire promotion campaign in order to cast a ballot.

Last month we reported on the unique campaign of Baker's Helper, Chicago . . . in which recipients were asked to read all of the advertisements of the past year and vote on which was most effective. That made all the voters read all the ads of the past year.

One of the most dramatic balloting campaigns was promoted by Einson-Freeman Company, lithographers, of Long Island City, New York for Liebman's Brewery, New York City, manufacturers of Rheingold Beer. The ballot itself was a work of art. A 32 page 5" x 7" booklet, lithographed in full colors. Front cover a close-up of an eye, with a girl's head in the iris, entitled "Who . . . the Rheingold Girl for 1941. Who will she be? It's up to You." Title page asks, "Ever dream of judging a beauty contest?" The booklet explained that the now famous Jinx Falkenburg was the Rheingold girl of 1940. In selecting a girl to use in newspaper, magazine, billboard and window display advertising for 1941 . . . the company wanted the help

# EXTRA VITALITY



## TO *Energize* YOUR LETTERHEAD

**SEND TODAY**



*for the new  
folder—"Extra  
Vitality" and a  
sample Letter-  
head Analysis  
Chart. Address  
Sales Dept. H.*

"New life for old letterheads, more life for new letterheads — letterheads to do a *selling* job because they are fresh and vital." . . . That's the 1941 prescription. Use the Letterhead Analysis Chart to help you *energize* letterheads. And be sure your letterhead is printed on ADIRONDACK BOND — excellent "feel" and appearance in bright white or any one of 12 favorite colors — for better looking, low cost printing.

**INTERNATIONAL PAPER COMPANY**

220 EAST 42nd STREET,

NEW YORK, N. Y.

BOSTON • CHICAGO

CLEVELAND



**CONSULT YOUR PRINTER**

# ADIRONDACK BOND

**AN INTERNATIONAL PAPER VALUE**

Made by the Makers of:

ADIRONDACK BOND & LEDGER • INTERNATIONAL MIMEO-  
SCRIPT • INTERNATIONAL DUPLICATOR • BEESWING



MANIFOLD • TICONDEROGA BOOK • TICONDEROGA TEXT  
INTERNATIONAL TI-OPAKE • CHAMPLAIN BOOK • SARA-  
TOGA BOOK • SARATOGA COVER • INTERNATIONAL OFFSET



## EMPHASIZING HEADLINES

THE EDITOR of "The Spirella Magazine" . . . h.m. of The Spirella Company, Inc., Niagara Falls, New York, has a good idea for his covers. We reproduce the photo-



graph used on the February 1941 issue (incidentally Spirella Magazine is now in its thirty-sixth year). Spirella emphasizes the headlines used in their national advertising . . . headlines "Sure to Get Attention." The editor describes the importance of headlines and how carefully they are planned in order to induce prospects to read Spirella advertising. It's a good idea all around. It makes the executives of the company "headline conscious" and it induces the salesmen of the company to tie in with the national advertising, by using attention headlines in sales talks.

of all its dealers. Paul Hess had been commissioned to photograph 25 of the best professional models in full color, in identical costumes, pose, set and lighting. The booklet presents all of these girls . . . using a page for each, with a short biographical sketch of each model. Back page carried a ballot form. A return envelope was enclosed, addressed to The Reuben H. Donnelley Company at 305 East 45th Street (who were commissioned to count all ballots and make final decision).

Thirty thousand of these booklets were mailed. We have not been able to learn the percentage of replies . . . but the interest was so great that the contest overflowed to the general public . . . and we understand that Princeton students used the booklet to elect a "prom" queen. At any rate, here is a direct mail technique that is gaining in popularity and effectiveness. Use questionnaires to get facts and information, because people like to be asked for their advice. Use balloting by mail when you want to stir up advance interest in your advertising plans. Induce your salesmen, your dealers, your customers, your prospects or whatever your market may be—to become better acquainted with you and your work by asking them to cast a ballot *for something*. It works!

## STATISTICS ON COLOR

"In Transit" the h.m. of the Atlanta Envelope Company, Atlanta, Georgia is responsible for the following statistics.

### HOW and WHY

#### 25 Different Businesses Used Color . . .

- 30% reproduced their product or label in color.
- 35% show graphs and chart in color.
- 40% use color as a setting for their product or to illustrate literature which features their product.
- 25% used color to feature the trademark.
- 60% report using color for decoration and ornamentation.
- 40% used color to dramatize the advertising message.
- 25% use color to show action.

Your reporter does not know how this survey was conducted. Later on in the year we hope to make a survey on the effect of color in Direct Mail advertising.



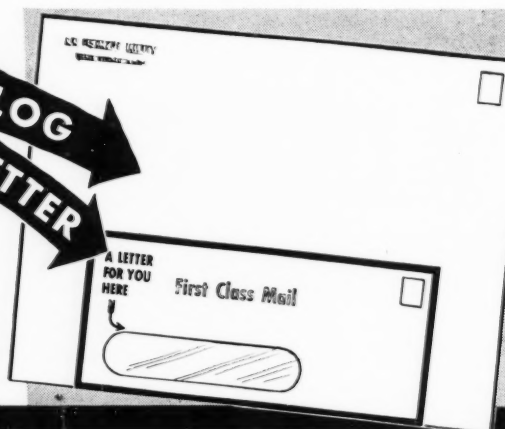
Both reach your prospect at the same instant—best time for your sales letter to get across its selling punch. Ask for samples and prices.

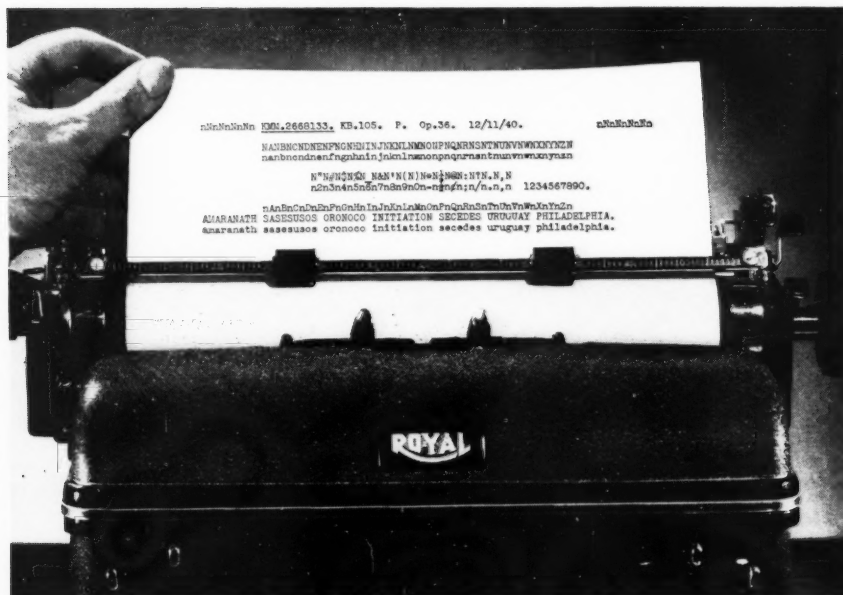
### TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

CATALOG ENVELOPES FOR EVERY PURPOSE





## Can you find the 8 flaws ?

**T**O THE average eye, the characters above look perfect. But to the hyper-acute vision of a Royal type-inspector, there are no less than *eight* flaws here.

See if you can find them. For instance: the "G" strikes too lightly on the right side; the "U" is out of line; the "Z" leans slightly to the left.

This is an actual sample of the routine type-inspection that every new Royal must

pass. Its jumbled-looking arrangement is no accident. Over the years, Royal inspectors have worked out this particular sequence of characters as best for checking type-alignment.

Royal has the reputation of being *just a little better* in almost every single detail. This rigid type-inspection may give you some inkling of why that is so. Royal employees are craftsmen, proud of their work, proud of the fact that their skilled hands have helped make Royal the leading typewriter in the world today.



Copyright 1941, Royal Typewriter Company, Inc.

**ROYAL**  
*World's No. 1*  
**TYPEWRITER**

# *Strathmore* FAIRFIELD

THE ALL-PURPOSE PRINTING PAPER



*...with more uses than a cat has lives*

- All-purpose character, outstanding quality, great variety of items, and moderate price make Fairfield Strathmore's largest-selling printing paper. Its smooth, subtle surface, that's so attractive to the eye, is also a pleasure to handle in the shop. Its pliant body stock was made for easy presswork. Its range of colors gives you wide scope.
- Choose **STRATHMORE FAIRFIELD** to express dignity or gaiety. Use it for a card, a booklet, a broadside, a letterhead; printed effectively in letterpress, offset, or gravure.
- **STRATHMORE FAIRFIELD**...A staple paper because you can sell it for everyday printing at a practical price. A style paper because it does a distinguished job. Call one of the 'phone numbers listed below, and ask for sample sheets or dummies. You'll find them useful!

---

## STRATHMORE

**PAPER COMPANY** WEST SPRINGFIELD, MASS.

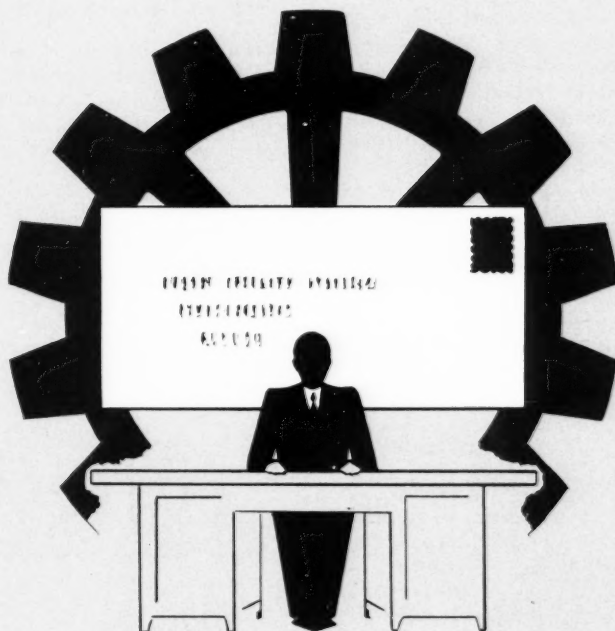






# HOW IS DIRECT ADVERTISING PLANNED?

A Survey by THE REPORTER  
of Direct Mail Advertising



During January 1941, 4236 three-page questionnaires containing 25 questions were mailed to advertisers throughout the United States and Canada. Lists used: Members of the Direct Mail Advertising Association; Subscribers to THE REPORTER; other users of the mail among National, Industrial, Retail and Service advertisers.

It was anticipated that the involved questionnaire would cut down on normal returns (one question involved checking forty nine individual items). The correct formula for mail survey work was not followed 100%. We did not enclose a stamped, return envelope.

467 individual business organizations mailed replies with majority of questions answered. A net return of 11%. Other organizations wrote letters explaining why it was impossible for them to supply us with the information, making gross return approximately 20%. Some executives were afraid to answer questions of confidential nature, even though we guaranteed that the forms were not coded and that we did not want signatures.

After weeks of tabulating and checking, during which time our work was inspected by outside research and advertising experts, we are able to give an analytical summary of the returns.

## HOW IS DIRECT ADVERTISING PLANNED?

That this survey is truly representative of the advertising field is evidenced by the fact that those who answered Question #2 (86% of total response) reported total annual advertising expenditures of \$36,724,434. If the figures for yearly advertising expenditures compiled by Printers' Ink and other dependable sources are to be taken as a reasonable guide, our survey is representative of 2.3% of total annual advertising volume...since we have reported \$36,724,434.00 annual budgets while the reported advertising expenditures in the United States total \$1,856,000,000. (The Canadian budgets would change percentage slightly).

For your reference: here are previously-published estimated amounts spent annually for all major media:

Direct Advertising	554,000,000.
Newspapers	525,000,000.
Radio	170,000,000.
Magazines	150,000,000.
Outdoor	50,000,000.
Business Papers	50,000,000.
Farm Papers	17,000,000.
Miscellaneous - car cards, bus, novelties	340,000,000.
<b>Total</b>	<b>1,856,000,000.</b>

As a further indication that this survey covers a representative cross-section of the advertising field, 88.4% of those responding reported combined regular mailing lists totaling 37,951,876 names. It would be interesting (but not important) to know the percentage of duplication in these combined lists.

Replies were received from practically every classification of business, and from every section of the United States and Canada. The lowest annual advertising budget reported was \$150.00, while the highest was \$5,000,000.00. The arithmetical average of all budgets was \$94,407.28. Budget divisions (indicating sizes of company and scope of advertising) can best be shown by this breakdown of returns:

1. Budgets of \$500,000 and over	4.6%
2. Budgets between \$100,000- \$499,999	13.8%
3. Budgets between \$ 50,000- \$ 99,999	15.8%
4. Budgets between \$ 10,000- \$ 49,999	28.4%
5. Budgets between \$ 5,000- \$ 9,999	7.6%
6. Budgets below \$5,000	29.8%

Budgets by classification and in relation to number of names on mailing list can be shown by the following schedule:

Classification	Budget	List
Agricultural Supplies	\$ 344,350.	1,428,500
Beverages	1,304,000.	141,141
Clothing & Textiles	1,074,700.	131,500
Creators & Producers (Adv)	1,309,482.	2,065,667
Entertainment	1,525,000.	18,500
Financial Services	1,577,500.	2,763,000
Foods	802,200.	128,980
Hotels	72,500.	75,000
Industrial	9,598,163.	7,328,550
Insurance	1,689,727.	3,411,500
Mail Order	322,500.	2,863,800
Media Promotion	363,200.	18,200

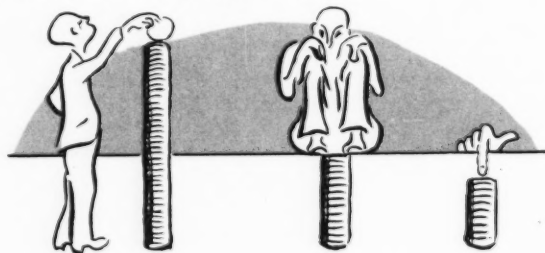
Miscellaneous	1,457,450.	886,238
Office Equipment	764,900.	213,400
Organizations	326,784.	495,400
Professional Supplies	394,050.	408,000
Publishers	5,080,800.	12,006,800
Retail Stores	1,774,504.	531,000
Supplies for D.M.	538,723.	740,700
Transportation & Accessories	6,404,000.	2,296,000
<b>Total</b>	<b>\$36,724,434.</b>	<b>37,951,876</b>

(Note: the two schedules above indicate that REPORTER survey covers a representative cross section of small, medium and large advertisers. The facts, figures and opinions are, therefore, not limited to selected or restricted groups.)

### WHAT IS THE TREND IN DIRECT MAIL BUDGETS?

380 organizations (84.2% of the return) specifically answered the question on relative size of 1941 Direct Mail budgets.

58.6% report larger Direct Mail expenditures in 1941  
34.7% will use same amount as 1940  
6.7% report smaller volume in 1941



Some of those reporting less volume took pains to assure us that even though smaller, their Direct Mail would be more carefully planned. That in itself it is a thought worth noticing. It isn't *how much* you spend...it's what you *do* with what you spend.

### WHAT PER CENT OF TOTAL ANNUAL BUDGET IS SPENT FOR DIRECT MAIL ADVERTISING?

NOTE: By Direct Advertising we mean...all advertising sent through the mail, plus product literature, dealer helps, and other individually printed sales promotion distributed by means other than the mail.

89% of those responding to questionnaire specifically answered this question. The arithmetical average of all percentages given amounts to 56.75%. (About 7% higher than previous surveys.)

Percentages of total advertising budgets devoted to Direct Advertising vary from zero to 100%. Only three companies reported "zero"... and these three are questionable since the classification of business indicated makes it certain that some Direct Advertising must be used for product literature and for answering inquiries from trade advertising.



## HOW IS DIRECT ADVERTISING PLANNED?

That this REPORTER survey covers a wide range of various kinds of advertising activities is indicated by this breakdown of returns, classified in relation to the percentage of budget spent on Direct Advertising.

### PERCENTAGE OF BUDGETS FOR DIRECT ADVERTISING

6.2% use less than 10% of budget for Dir. Adver.					
11.9% use 10 to 24%	"	"	"	"	"
20.2% use 25 to 49%	"	"	"	"	"
20. % use 50 to 74%	"	"	"	"	"
27.4% use 75 to 99%	"	"	"	"	"
14.3% use 100%	"	"	"	"	"

### PERCENTAGE OF BUDGETS FOR DIRECT ADVERTISING CLASSIFIED BY INDUSTRY

The best way to give a clear picture of the variance in the percentage of total budgets devoted to Direct Mail, is to list some of the typical industries and the per cent shown for Direct Advertising:

#### % for Direct Advertising

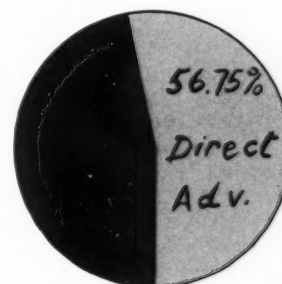
Automobile Accessories	60%
Building Products	75%
Chemical Processing	60%
Construction Equipment	40%
Drugs to Doctors	78%
Diesel Engine Builders	36%
Electric Utility Equipment	50%
Farm Machinery	65%
Financial Information	98%
Fish, Wholesale & Retail	50%
Food Ingredient for Bakers	25%
Food Products	90%
Fuel (Domestic)	50%
Furniture	50%
Hardware (Retail)	25%
Hosiery (By Mail)	100%
Hospital Supplies	50%
Hotel	30%
Insurance (Auto)	50%
Insurance (Fire)	40%
Insurance (Life)	75%
Jewelry (Retail)	25%
Leather Belting	65%
Laboratory Apparatus	65%
Manufacturing Chemists	40%
Media Promotion	40%
Metal Reclaiming & Converting	75%
Medical Book Publisher	60%
Motor Oil & Greases	40%
Nursery	80%
Optical (Retail)	25%
Printing	90%
Publisher	85%
Paper	90%
Petroleum Products	10%
Radio Advertising	60%
Rubber Goods	40%
Remedy for Athlete's Foot	45%
Precision Measuring Instruments	50%
Janitors' Supplies	50%
Motor Truck Mfg.	50%
Road Machinery	65%
Steel & Sheet Metal Materials	40%
Railway Equipment	30%
Arc Welding Equipment	50%
Textiles	25%
Wholesale Footwear	90%
Department Store	12%
Fertilizers	65%
Canned Foods	25%
Brewing	10%

### ARITHMETICAL AVERAGES BY INDUSTRY

Average % of Budget for Direct Adver.	
Agricultural Suppliers	60.4%
Entertainment Service	95%
Beverages	20.3%
Clothing-Textiles	65%
Direct Mail Suppliers	77.6%
Financial	57.8%
Foods	46.6%
Hotels	25%
Industrial	45.1%
Creators & Producers of D.M.	75.2%
Insurance	60.7%
Media Promotion	40%
Miscellaneous	48.5%
Mail Order	92.2%
Office Supplies & Equipment	73.3%
Organizations	61.5%
Publishers	69.2%
Professional	58.1%
Retail	37%
Transportation	26.6%
56.75%(Average)	

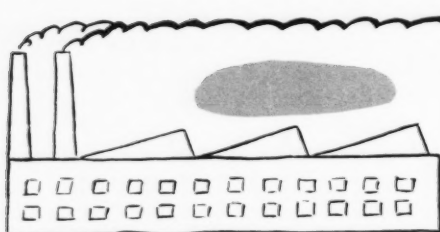
These figures indicate that there has been a definite trend toward giving Direct Advertising a larger place on the average advertising budget.

Several years ago The Dartnell Corporation released a survey which showed that 49.3% of the advertising budget was devoted to Direct Advertising. Our figures show 56.75%.



Several years ago THE REPORTER analyzed a survey conducted by the Association of National Advertisers. By combining various independent expense items which could be included under the definition of Direct Advertising, we found that 27.55% of the national advertisers' dollar goes into Direct Advertising. (The larger the consumer market...the greater the use of mass media.)

The National Industrial Advertisers Association has conducted surveys among its members for a number of years. The 1939 survey showed that industrial advertisers spent approximately 34.5% of their total appropriation for Direct Advertising. A recent survey of 1940 appropriations indicates that 42.12% is now being spent by industrial advertisers for Direct Advertising. (Includes House Magazines, Catalogues, and product literature.) THE REPORTER survey just concluded indicates a percentage of 45%. That's coming close.



Even though the industrial field shows an arithmetical average of 45% of the budget devoted to Direct Advertising, it should be noted that these percentages vary widely with individual companies...running from less than 10% to as high as 100%.

The purpose of this REPORTER survey is to furnish advertisers with *guideposts* for planning their advertising. Conditions in each business are different. *Each planner must use his own best judgment.* The figures given here are not to be interpreted as *competitive*. We are not talking *against* any other form of advertising. We simply want to show how Direct Advertising ranks in the average advertising budget and to indicate that because of its importance....Direct Advertising must be thoughtfully considered by all advertisers who want a *well-rounded* program.

#### WHEN ARE ADVERTISING BUDGETS PLANNED?

77.6% of those responding to questionnaire gave us a definite answer to the question as to the month in which the advertising budget is fixed for the following year.

The relative figures may not be important, since 53.5% plan their budgets at end or beginning of year, but we will give you all percentages for what they may be worth.

January	-	24.6%	July	-	3.7%
February	-	2.6%	August	-	3.2%
March	-	2.3%	September	-	5.1%
April	-	1.7%	October	-	5.1%
May	-	3.4%	November	-	16.5%
June	-	2.9%	December	-	28.9%



#### WHAT ARE BUDGET PROVISIONS FOR EMERGENCIES?

55.7% of those responding say that they make provision in their budgets for emergencies (such as timely events and special opportunities). 44.3% report that their budgets are not flexible. We had anticipated a much larger percentage showing flexibility of budgets. If we can be permitted to editorialize in a statistical survey, it would seem that in these fast moving days, advertising managers need considerable leeway in revising and altering plans made to cover a period of 12 months ahead.

#### WHAT IS A NORMAL VARIATION?

We asked the companies who make provisions for emergencies in their budgets to give us an approximate figure showing the percentage of variation allowed. Replies to this question were disappointing and somewhat confusing... indicating that the whole problem is confusing to most advertisers.

Only 31.2% of all those responding to the questionnaire answered this question. Percentages varied from 1/2 of 1% to 40%. The arithmetical average was 7.4%. Perhaps after another year or two of rapidly changing events, a better answer will be found. This whole problem would furnish a timely and appropriate subject for conventions of all Advertising Associations.



#### WHAT PERCENTAGE OF GROSS SALES IS NORMALLY APPROPRIATED TO ADVERTISING?

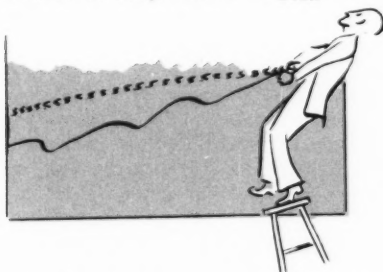
A complete and final answer to that question would be of help to many business men. 58.5% of those participating in THE REPORTER survey had their own answer. Percentages run from 1/2 of 1% in Heavy Industry to 85% in specialty-service-selling mail order lines. The arithmetical average of all replies amounts to 5.76%. Not far from possible accurate national average - since survey by National Retail Dry Goods Association shows percentage for various sized store groups running from 4% to 5.30%. Survey of National Industrial Advertisers Association shows percentages varying from 1.13% to 4.17%, with combined average of 2.33%. REPORTER average on Industrial Field alone shows 2.95%.

## HOW ARE ADVERTISING BUDGETS FIXED?

There are four well known methods of fixing an advertising budget. In THE REPORTER survey, we asked each company to indicate the method used. 88.7% of all those responding gave us a definite answer. Those not answering probably have no way of determining their budget...or perhaps do not fix any planned budget.

Below we list the four methods and the percentage of those who favor each method:

- (a) A fixed percentage of actual sales for the past year (or years) - 17.2%
- (b) A fixed percentage of estimated sales for the coming year - 20%
- (c) A definite estimated amount to accomplish a given end - 57.2%
- (d) A definite amount established to meet the efforts of competitors - 5.5%

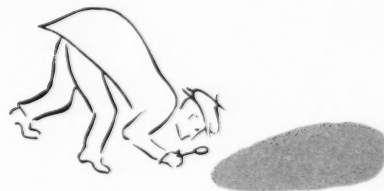


If these figures mean anything, they mean that only 37% of advertisers use the sales figure as a definite means of determining the budget, while 57% favor setting up a budget to accomplish a pre-determined method of merchandising. Replies from this question are a further indication that it is profitable to use surveys. Put that same 4-point question to a board of advertising experts and the chances are they would vote that a combination of method (a) and (b) would show large majority. In interpreting this answer, it should be realized that most budgets are fixed after conference between management and advertising department. Even though budget is fixed "to accomplish a given end" - total volume of business must be an important determining factor in a large majority of cases.

## HOW IS THE DIRECT ADVERTISING SCHEDULE PLANNED?

92.9% of all those responding gave us a definite answer as to whether their Direct Advertising is planned for complete year, or whether it is created spasmodically as the need arrives. 49.1% say they plan their Direct Advertising for a complete year or period. 39.1% say that Direct Advertising is planned spasmodically, as the need arrives. 11.8% say they use a little bit of both techniques.

## PROBLEMS OF RESEARCH



THE REPORTER survey asked the question: "Before planning your Direct Mail Advertising, do you use any kind of market research?" 54.4% said "yes" - 45.6% said "nd". 49.4% say they conduct their preliminary research by mail. 50.6% report that they conduct their preliminary research by personal contact (through their salesmen, dealers, etc.). If we can editorialize again...how 45.6% of the advertisers can plan their Direct Mail Advertising intelligently without conducting some sort of research is an un-understandable puzzle.

Concerning those who do some kind of research, we wanted to find out how they felt about mail or personal surveys. The results on this question are not conclusive, but 83% say mail surveys are more economical, while 69.6% consider personal contact more reliable.

On this problem of mail surveys, we injected a question designed to discover whether advertisers had tested the variation in anticipated returns from different strata of society. The answers indicate that very little testing has been done. Previous tests made known to THE REPORTER indicate that percentages of returns from mail surveys vary in ratio to the intelligence-and-income-bracket of those surveyed (which is contrary to popular opinion). That is, on many conclusive survey tests, percentage of return has been greatest from top executives; with middle executives next on the list; the average worker third and the so-called masses as the poorest in response. Only 39.7% of those who answered THE REPORTER survey answered this specific question. Those who answered evidently considered only their own product and market. For example, a company selling to the masses reports greatest percentage returns from the masses; those selling to professionals only report greatest returns from this group; while companies who go after top executives in their advertising, report greatest returns from this group. (More testing needed).



**IS DIRECT MAIL COORDINATED WITH OTHER FORMS OF ADVERTISING?**

11.6% of those answering THE REPORTER survey stated that they used no other advertising except Direct Mail. (Note for statistical detectives: this 11.6% figure does not check exactly with those reporting 100% D.M. on question 3. Discrepancy is due to difference in number who answered each question; and also to fact that that in some cases a small percentage of budget goes to exhibits and specialties while the remainder goes to Direct Mail.)

Those who coordinate their Direct Advertising with other media, indicated the tie-up as follows. Here are the percentages (in ratio to check marks) of those who checked that they coordinated their Direct Mail with one or more of the following media:

- (a) Business (Trade) Papers - 72%
- (b) Newspapers - 29.6%
- (c) Magazines - 27.9%
- (d) Radio - 12.2%
- (e) Point of purchase display - 23.8%
- (f) Outdoor - 9.4%
- (g) Car Card - 3.4%

We also asked each firm surveyed to tell us what other form of advertising received the largest budget allotment in addition to Direct Advertising. Here is the listing in order of votes: (1) Business Papers; (2) Newspapers; (3) Magazines; (4) Radio; (5) Display and (6) Miscellaneous.

**IS ADVERTISING IN OTHER MEDIA EVER PLANNED SO THAT IT CAN BE CHANGED INTO DIRECT MAIL PIECES?**

64.4% replied yes. 35.6% replied no. That shows a promising change from past practices. The present trend in industrial advertising is to write business paper copy so that it can be changed or adapted into direct mail follow-up. If advertising is to be effective, all forms of advertising should be coordinated into one marketing plan. For too long a time, Direct Mail was usually a hit-or-miss afterthought.

**ARE REPRINTS OF SPACE ADVERTISING USED FOR DIRECT MAIL PURPOSES?**

64.3% say they use reprints. 35.7% say they do not use reprints. (Ed. Note: Reprints should be worked into the general plan...not just mailed as reprints.) If the questions in this particular division of the survey serve no other purpose than to focus attention on the important subject of *coordinated advertising*...our efforts will have been worthwhile.

**WHO ACTUALLY PLANS AND CREATES DIRECT MAIL?**



THE REPORTER asked business organizations to tell us whether their Direct Mail was planned by Advertising Agencies, by Creative Printer or Producer, by Direct Mail Specialist, or whether it was created and planned inside the advertising department of their own organization. Here are the results:

- (a) Entirely in firm's own advertising department - 63.4% (94% specified they do some part of it.)
- (b) By their advertising agency - 18.6%
- (c) By creative printer or producer - 12.1%
- (d) By a direct mail specialist - 11.6%

Editorial Note: Many of those who mentioned either b, c, or d, added that these outside sources *aided* in the creation and that the planning originated in the advertising department. We believe this combined answer is important to the entire Direct Mail fraternity. In the period from 1915 to 1925 when Direct Mail was just coming into use, the majority of Direct Mail was created and sold to business organizations by specialists and producers. It appears now that with Direct Mail occupying such a large place in the average advertising budget, the majority of Direct Mail is now planned and created within the advertising department of the advertiser. And the majority of firms have a special department devoted entirely to Direct Mail.

**DIVISION OF DIRECT MAIL EXPENDITURES AS TO PRESENT, INACTIVE AND PROSPECTIVE CUSTOMERS**



The answers were inconclusive. Only 60.3% of those responding gave a specific answer to this question. It is well known that the average advertiser does not give present customers adequate attention. A summary of results from those who answered shows the following figures:

- (a) Present Customers - 38.6% (average)
- (b) Inactive Customers - 12.6% (average)
- (c) New Prospects - 48.8% (average)



## HOW IS DIRECT ADVERTISING PLANNED?

But we do not guarantee or recommend these figures. The inconclusive and uncertain answers to this question (and comments of those not listing percentages) indicate that more organizations should analyze their lists and should definitely fix their budget to provide for adequate coverage of the three main sources of obtaining business.

### WHAT IS THE WORTH OF A NEW CUSTOMER?

We asked our survey recipients to give us the worth (in dollars) of average customer on books. We wanted to find out whether many firms analyzed this important division of their business. Only 29.5% answered this question with any definite figure. Here are some typical estimates given by various companies:

#### ANNUAL WORTH OF AVERAGE CUSTOMER

Petroleum Products.....	\$ 51.65
Shoe Manufacturer & Wholesaler.....	1,200.00
Office Machinery Sales Agency.....	150.00
Business Calendar Producer.....	23.50
Stock and Bond House.....	85.00
Men's Clothing Store.....	60.00
Hatchery.....	17.50
Radio Advertising.....	50,000.00
Manufacturer of Canned Dog Food.....	1,000.00
Correspondence School.....	130.00
Resort Hotel.....	60.00
Vitamin Products to Doctors.....	18.00
Envelope & Tag Manufacturer.....	32.50
Electrical Control Manufacturer.....	500.00
Manufacturer Leather Belting.....	400.00
Brass & Bronze Builders' Hardware.....	40.00
Manufacturer Heavy Equipment.....	6,000.00
Industrial Designers.....	2,000.00
Laboratory Apparatus and Chemicals.....	55.00
Furniture Retailer.....	50.00

Editorial note: If all business organizations (particularly the advertising departments) found out the average net worth of a customer, or the division-of worth of groups of customers, more Direct Mail effort would be directed toward the steady-income customers on the books...to keep them customers.



### HOW ARE MAILING LISTS MAINTAINED?

As previously stated, those who answered this survey reported total mailing lists of 37,951,876. We wanted to find out how those mailing lists were maintained.

- 91.7% said they were maintained in the advertiser's own office.
- 10.1% reported all or part of mailing list kept outside.
- 16.7% reported that lists were purchased for the occasion.

(Note: These divisions do not total 100% because some companies checked more than one item.)

### HOW IS MAILING WORK HANDLED?

86.3% reported mailing work is handled inside the advertising department of the advertiser.

29.5% reported mailing work handled entirely or in part by outside mailing service.

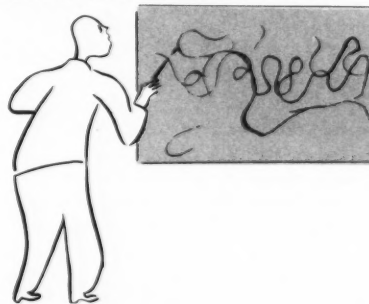
(Note: Does not total 100% because some companies checked both.)

### WHAT ARE THE BEST OR HEAVIEST MAILING MONTHS?

The answer to this question naturally varies for different classes of business, but here is the vote in order of heaviest mailing. Take the figures for what they may be worth:

January 11.5% (1st)	July 4.7% (12th)
February 10.6% (3rd)	August 5.1% (11th)
March 11.2% (2nd)	September 8.9% (6th)
April 9.3% (4th)	October 9 % (5th)
May 7.7% (8th)	November 8.2% (7th)
June 6.2% (10th)	December 7.6% (9th)

### PRE-DETERMINATION OF MAILING DATES



We wanted to find out if business organizations use any business trend, chart or service to determine best mailing month. We found out that 31.3% have a method of determining mailing dates, and 68.7% say they have not.

We asked those who try to determine best mailing dates to give us ideas on what sources of information they follow. Here are some of the best suggestions:

- Dealer volume figures
- Monthly sales records
- Inquiry percentage
- Index of business
- Seasonal analysis of the industry
- Stock market activity
- Investor interest
- Occupational fluctuations
- Weather (agricultural and retail fields)
- Kiplinger and Business Week
- Seasonal events
- Charts of sales records
- Financial news
- Rand McNally Atlas Service
- F.W. Dodge Service
- Check on trends
- Babson Reports
- Johns-Manville schedule
- Records of seasonal buying

## HOW IS DIRECT ADVERTISING PLANNED?

### HOW MANY USES OF DIRECT MAIL ADVERTISING?

The most detailed question in THE REPORTER survey was #23. We asked the cooperating organizations to check "The 49 Uses of Direct Mail" ...to show which ones were employed in each business. 90.2% of those answering the survey took the trouble to check this "49" listing. The number of uses employed by the average organization (taking arithmetical average of all) amounted to 13. Highest number of uses reported by any one organization was 44 (a Tire & Rubber Goods Manufacturer). Industrial Advertisers averaged a total of 14 out of the 49 uses of Direct Mail; Publishers used an average of 12; Financial organizations used an average of 13; Mail Order concerns an average of 10, etc., etc.



Our tabulator made an accurate accounting of all the check marks credited to each of the 49 uses. We list below the complete 49 ways index, and before each one, give you the percentage of reporting firms who employ that particular use. Note that #4 - "Paving the way for salesman" is used by the greatest number. Next in line comes #36, - "Building good will." Third, comes #5, - "Securing Inquiries for Salesmen." We were glad to see #7 - "Selling Stockholders and others Interested in your Company" pull out of the zero position it occupied about seven years ago when the 49 ways chart first came into existence. A study of this percentage listing of the 49 uses should prove helpful. But we warn you that the percentage figures are inconclusive since the uses of Direct Mail vary according to each type of business. For instance, #49 is "Raising Funds." Only a small percentage is shown for this one use. If we should survey exclusively the social service and alumni society fields...#49 would show 100% use. In this survey you can take the percentage for #49 as indicating the percentage of concerns participating in the survey who make a business of raising funds. However, the entire listing is valuable in that it shows conclusively that all 49 ways are being employed and the variation in percentages indicate to some degree the relative popularity or importance of the individual uses.

### HOW DIRECT MAIL IS USED

- (15.2%) 1. Building Morale of Employees
- (10.5%) 2. Securing Data from Employees
- (35.6%) 3. Pushing Salesmen to Greater Efforts
- (59.9%) 4. Paving the Way for Salesmen
- (53.5%) 5. Securing Inquiries for Salesmen
- (19.6%) 6. Teaching Salesmen "How to Sell"
- (13.0%) 7. Selling Stockholders and Others Interested in your Company
- (48.1%) 8. Keeping Contact between Sales Calls
- (29.2%) 9. Further Selling Prospective Customers after a Demonstration Call
- (37.8%) 10. Acknowledging Orders or Payments
- (39.5%) 11. Welcoming New Customers
- (34.8%) 12. Collecting Accounts
- (20.3%) 13. Securing New Dealers
- (43.7%) 14. Securing Direct Orders
- (17.6%) 15. Building Weak Territories
- (48.1%) 16. Winning Back Inactive Customers
- (34.8%) 17. Developing Sales in Territories Not Covered by Salesmen
- (13.0%) 18. Developing Sales among Groups
- (48.8%) 19. Following Inquiries Received from Direct Mail or Other Advertising
- (26.5%) 20. Driving Home Sales Arguments
- (24.3%) 21. Selling Other Items in Line
- (17.4%) 22. Getting Product Specified
- (10.8%) 23. Selling New Type of Buyer
- (9.3%) 24. Bringing Buyer to Showroom
- (22.8%) 25. Helping Present Dealer Sell More
- (23.0%) 26. Merchandising Your Plans to Dealer
- (24.2%) 27. Educating Dealers on Superiorities of Your Product or Service
- (5.8%) 28. Educating Retail Clerks
- (10.5%) 29. Securing Information from Dealers
- (13.2%) 30. Referring Inquiries from Consumer Advertising to Local Dealers
- (38.3%) 31. Creating Need or Demand for Product
- (33.6%) 32. Increasing Consumption of a Product among Present Users
- (13.5%) 33. Bringing Customers into a Store
- (4.4%) 34. Opening New Charge Accounts
- (19.4%) 35. Capitalizing on Special Events
- (57.0%) 36. Building Good Will
- (22.1%) 37. Capitalizing on Other Advertising
- (5.4%) 38. As a "Leader" in Other Advertising
- (29.4%) 39. Breaking Down Resistance to Product
- (12.5%) 40. Stimulating Interest in Coming Events
- (17.4%) 41. Distribution of Samples
- (45.9%) 42. Announcing a New Product, New Policy or New Addition
- (21.3%) 43. Announcing a New Address or Change in Telephone Number
- (28.0%) 44. Keeping Concern-Product "In Mind"
- (17.9%) 45. Research for New Ideas and Suggestions
- (43.2%) 46. Correcting Present Mailing Lists
- (28.9%) 47. Securing Names for Permanent Lists
- (2.4%) 48. Protecting Patents or Processes
- (3.4%) 49. Raising Funds

### WHAT ARE THE GREATEST OBSTACLES?

THE REPORTER questionnaire asked participants to list the phases of Direct Mail which present the greatest obstacles. We list the most frequently occurring problems, with the promise that during later surveys we will obtain and reveal facts and figures which may aid those who consider these items as real obstacles.

#### "ACTION" PROBLEMS

Getting replies, whether inquiries or orders; getting a larger percentage of orders from Direct Mail; securing good inquiries; getting orders from dealers without salesmen; getting action at the proper time; getting results from groups hard to sell; securing leads for salesmen to work on; getting prospects

## HOW IS DIRECT ADVERTISING PLANNED?

to overcome their procrastination in replying; to secure as high a percentage of returns in large mailing as in smaller ones; to get all possible business from old customers; getting quick response; replacing lost customers; getting prospect to try the product.

Getting action is what we are all after. Many who answered this question listed the above as their chief problems, without mentioning specific problems of how to go about getting the desired action.

### "ART" PROBLEMS

Being more specific, several listed as problems: getting good layouts and quality art work at a reasonable cost; appropriate layout; attractive design; finding new and different layout ideas for more interesting appeals.

### "BUDGET" PROBLEMS

Keeping down costs of getting orders; to get work done as reasonably as possible; determining how much we should spend and for what; getting management to approve a greater portion of budget (i.e., a decrease in other media); overcoming price obstacle; keeping expense of each mailing down; the expense of Direct Mail; the cost of postage; one company says, "Because of its excessive cost compared with trade paper advertising, we have had very limited experience with Direct Mail Advertising." (Ed. note: Try figuring cost per name impressed.)

### "COPY" PROBLEMS

Overcoming indifference of prospect; danger of too much repetition of old stuff; constant change in approach; creating pieces which will be read and referred to right individuals; letters that click and get attention; originality in copy; presenting impersonal letters and literature as if they were personal; keeping copy brief and different; preparing copy with a pull; to find good copy writers who can write as prospects think; deciding on type of copy to use; making prospects understand products.

### "DEALER COOPERATION"

Getting dealers to appreciate the value and use of Direct Mail was listed by many. Getting cooperation of dealers in supplying names, in understanding and using the Direct Mail provided for them.

### "DETERMINING MAILING DATES"

Only three mentioned this problem specifically. They were all concerned with knowing the right time to mail.

### "FORMAT" PROBLEMS

Four admitted difficulty in determining the right format for their particular needs.

### "GETTING DIRECT MAIL OUT"

Sixteen suffer from lack of time to get planned material created and out. Time to write copy, time to get out as many mailings as necessary.

### "IDEAS"

Eighteen admit the need for new and different ideas.

### "JUDGING A PIECE"

Two would like to be able to determine the effectiveness of a given piece before it goes out.

### "MAILING LISTS"

The largest number - 97 - report mailing list problems. To add new, good names; to keep present lists up to date; to clean out deadwood; to have the right names within a given company -- mostly *getting the list*.

### "MANAGEMENT COOPERATION"

Nine have trouble selling their managements on the value of Direct Mail; they would like to sell the "testing" idea to management; convince top executives of the potentials of Direct Mail and the advisability of spending dollars on extra personnel

and printing-mailing costs; convincing management on advantages of continuity of mailings based on organized plan; adequately proving that Direct Mail is resultful; or getting "big shots" to O.K. ideas and expenditures. (Ed. note: Show this survey and add our recent survey, "Do People Read Direct Mail?")

### "PLANNING" PROBLEMS

Eight report various planning problems, such as the planning of the right pieces and presentations; planning an active schedule of diversified appeals; arriving at a Direct Mail plan to reach a varied field with a diversified line.

### "PRODUCTION" PROBLEMS

These are rather vague, but six report such problems as handling production within a busy organization; proper addressing and handling; buying good printing; good typography; delays in printing; and reducing printing costs.

### "DETERMINING READERSHIP"

Five would like a way to determine accurately how many of the addressees receive and read their stuff.

### "RESEARCH"

Thirteen list problems which would come under this heading; e.g., getting evidence of the value of the product to the consumer; sending out questionnaires; keeping informed on developments in field; getting kicks on products from customers; getting data and information.

### "RESULT" PROBLEMS

These differ from "Action" problems in that they are not concerned with immediate response. Fifteen would like to be able to gauge the results of a Direct Mail campaign when direct action is not called for, or when salesmen complete the majority of sales, or in keeping company name before prospect between sales; checking results in actual dollars and cents.

### "SALESMEN COOPERATION"

Twenty-three would like to have more cooperation from agents and salesmen, either in using Direct Mail material provided, following up leads secured by Direct Mail, realizing the importance of the Direct Mail, understanding and coordinating their efforts with it, or keeping their lists up to date.

### "FOLLOW-UP"

Two were worried about following up inquiries fast enough, knowing when to follow up, and when to stop.



For the answers to these and many other problems ... see future issues of THE REPORTER; join your local Direct Mail Club (if there isn't one, start one); attend Conventions of Direct Mail Advertising Association; work on your own problems ... and you'll find a logical solution. Others have!

## WHAT ARE THE BEST SOURCES FOR ADVERTISING IDEAS

That was the last question (#25) on the first REPORTER survey. We wanted to obtain expressions of opinion which might be combined together to furnish guideposts for beginners as well as for seasoned practitioners. All the suggestions were placed on cards, sorted for duplication, and we list the most important without attempting to classify them according to relative importance.



223 who answered this question said "reading" - advertising and selling publications, trade publications in their own particular field, general magazines, newspapers, books on the subject or removed from it. The majority listed advertising and selling publications first. Our thanks to the 88 of these who specifically mentioned THE REPORTER and the REPORTER Study Course in Direct Mail Advertising. Other publications mentioned, in the order of frequency, were: Printers' Ink, Advertising & Selling, Dartnell Service, Sales Management, Tide, Grey Matter, Prentice-Hall Bulletins, Advertising Age, Inland Printer, The Post, and bulletins from the Mosely and D-R List Services. Not all of the idea-giving reading matter listed was connected with advertising and selling or a particular industry. For example, some list classics and "good" literature as their favorites.

69 find ideas in the examination of other advertising -- Direct Mail pieces which come to them, in examination of competitors' efforts, study of non-competitive advertising of all media.

49 get ideas from the selling field - from close contact with dealers, jobbers, or salesmen, from reports, correspondence and personal contact with their salesmen.

49 contact the customers and users of their products, find out why they buy, how they use, what they want and need.

24 report that association with men in similar businesses - through trade associations, conventions, exhibits, etc. provides ideas.

16 definitely stated that they keep idea files of Direct Mail, clippings, original ideas they jotted down, and refer to these files regularly.

13 study their own product or service, dig for technical data, and from it get ideas.

9 mention the samples supplied by printers and paper houses.

12 list staff conferences, or bull sessions with executives as idea-producing.

8 rely on experts or advertising agencies for their ideas.

6 follow business trends and events for ideas.

2 mention clinics.

Among the miscellaneous suggestions are these: Listening to every salesman who calls; look over past work; people - all kinds of them; use your imagination; clear thinking; movies; just stew till a good one comes; walking up and down Broadway; keeping eyes and ears open when in a 5 & 10¢ store; trial and error; active imagination plus a couple of highballs.

One man writes, "Believe it or not, we use the same letter introducing our proposition that we did in the beginning of our business, which was 1914. Any attempt to change it has always resulted in a much lower response."

Another man sums it all up with the following verse:

*"A man receives two ends from his mother  
He sits on one and thinks with the other;  
All the achievement of which he can boast,  
Depends on which end he uses the most."*

## CONCLUSIONS AND SUMMARY

Most surveys become involved in complicated charts and detailed listings. It would be possible to give you a complicated tabular listing of the percentage results for each question, broken down under each business classification. But, we doubt whether such an index would be worthwhile.

A simple, usable, understandable summary of this survey would read about as follows:

### SUMMARY

(1) During January 1941, THE REPORTER of Direct Mail Advertising received from 467 business organizations a detailed statement showing how they planned their Direct Mail Advertising. 86% of those responding revealed a total annual advertising budget of \$36,724,434.00, and a total combined mailing list of 37,951,876. Returns were received from all sections of the United States and Canada and from nearly every classification of business.

(2) The arithmetical average of all returns shows that 56.75% of the total advertising budget is used for Direct Advertising, with amounts varying for individual companies from less than 10% to 100%.

(3) 58.6% say their Direct Mail Advertising expenditures in 1941 will be larger than 1940. 34.7% will use the same amount as in 1940. Only 6.7% say that a smaller amount will be used.

(4) The arithmetical average of all returns indicates that the average concern spends for advertising 5.76% of its total annual sales, but this amount varies from 1/2 of 1% low to 40% high, depending on the nature of the business.

(5) 57.2% of the firms surveyed fix their advertising budget by determining a definite estimated amount to accomplish a given end. 17.2% use a fixed percentage of actual sales for the past year. 20% use a fixed percentage of estimated sales for the coming year, while 5.5% use a definite amount established to meet the efforts of competitors.

(6) The months in which advertising budgets are fixed vary greatly in different organizations. More than 50%, however, set up their budgets for the year, either in December or



## HOW IS DIRECT ADVERTISING PLANNED?

January. Percentages of those who use each month are as follows: January - 24.6%. February - 2.6%. March - 2.3%. April - 1.7%. May - 3.4%. June - 2.9%. July - 3.7%. August - 3.2%. September - 5.1%. October - 5.1%. November - 16.5%. December - 28.9%.

(7) 55.7% provide for emergencies in their budgets, while 44.3% do not. The arithmetical average of the emergency variation amounts to 7.4%.

(8) 54.4% of the reporting organizations use market research before planning their Direct Advertising. 45.6% do not, and of those using market research, 49.4% do all of it by mail, while 50.6% use personal contact.

(9) 49.1% plan their Direct Mail Advertising for a complete year's period. 39.1% plan Direct Mail spasmodically as need arrives, while 11.8% use a little bit of both techniques.

(10) 64.8% report that they coordinate their Direct Mail with other forms of advertising, with Trade or Business Paper Advertising showing greatest amount of coordination. 64.4% plan their mass coverage advertising so that it can be adapted or changed into Direct Mail.

(11) The firms who reported a total of 37, 951,876 names on their mailing lists operate as follows: 91.7% maintain their list in their own office, and 12.6% have their lists maintained wholly or in part by a professional producer. 16.7% purchase lists for the occasion.

(12) 63.4% say that all Direct Mail Advertising is planned within their own advertising department; 18.6% say that the advertising agency aids in the preparation; 12.1% say that the creative printer aids, and 11.6% say that they have the assistance of an outside Direct Mail specialist.

(13) Mailing work is handled within the advertising department of 86.3% of the reporting organizations; while 29.5% have all or part of their mailing work done outside.

(14) January seems to be heaviest mailing month, with March a close second. Best mailing months vary according to classification of business.

(15) 31.3% use some sort of definite technique in pre-determining best mailing dates. 68.7% of the reporting firms use no system.

Most popular methods of predetermining mailings are: Stock Market Activity; Charts of Monthly Sales Records; Records of Seasonal Buying; Weather in agricultural and retail fields; Business Services such as Kiplinger, Dodge, Babson, etc.

(16) Compilation of reports from all organizations shows that all of the 49 uses of Direct Mail are being employed. Arithmetical average of all reporting firms amounts to 13 uses. One firm used a total of 44.

(17) The biggest problem encountered in Direct Mail work seems to be (by popular vote) getting and maintaining the right lists.

### GENERAL CONCLUSIONS

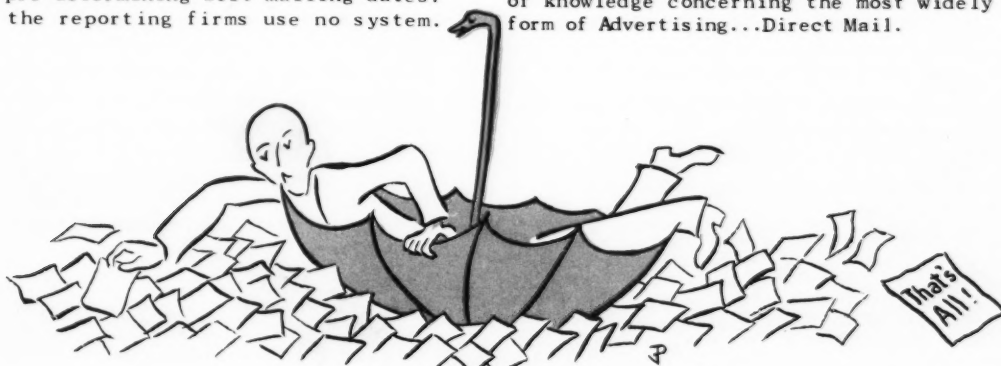
Direct Mail has now reached the point where it is considered of major importance in marketing. It occupies the most prominent part of the average advertising budget. Most advertisers control the planning and creation of their own Direct Mail. Advertisers...in general...are studying all the possible uses for Direct Advertising and are making a concerted and intelligent effort to make this selective and flexible form of selling and promotion *resultful and profitable*.

THE REPORTER has attempted in this survey to supply you with a dependable reference guide in planning and budgeting your Direct Mail Advertising. Our figures should not be considered as entirely conclusive...nor do they set up any fixed or infallible rules. This survey does represent, however, an honest and impartial cross-section of facts and opinions from which you can draw your own conclusions, insofar as the survey results apply to your promotion activities.

Other surveys, in the future, will give you similar cross-sections of opinion on copy appeals, consumer reactions, formats, tests, production, supplies, mailing methods, etc.

The combined surveys of THE REPORTER should eliminate much of the hit-or-miss guess work in advertising...it should prevent many of the mistakes so prevalent in Direct Mail Advertising.

If knowledge is the accumulation of facts, surely these surveys should add to the sum total of knowledge concerning the most widely used form of Advertising...Direct Mail.

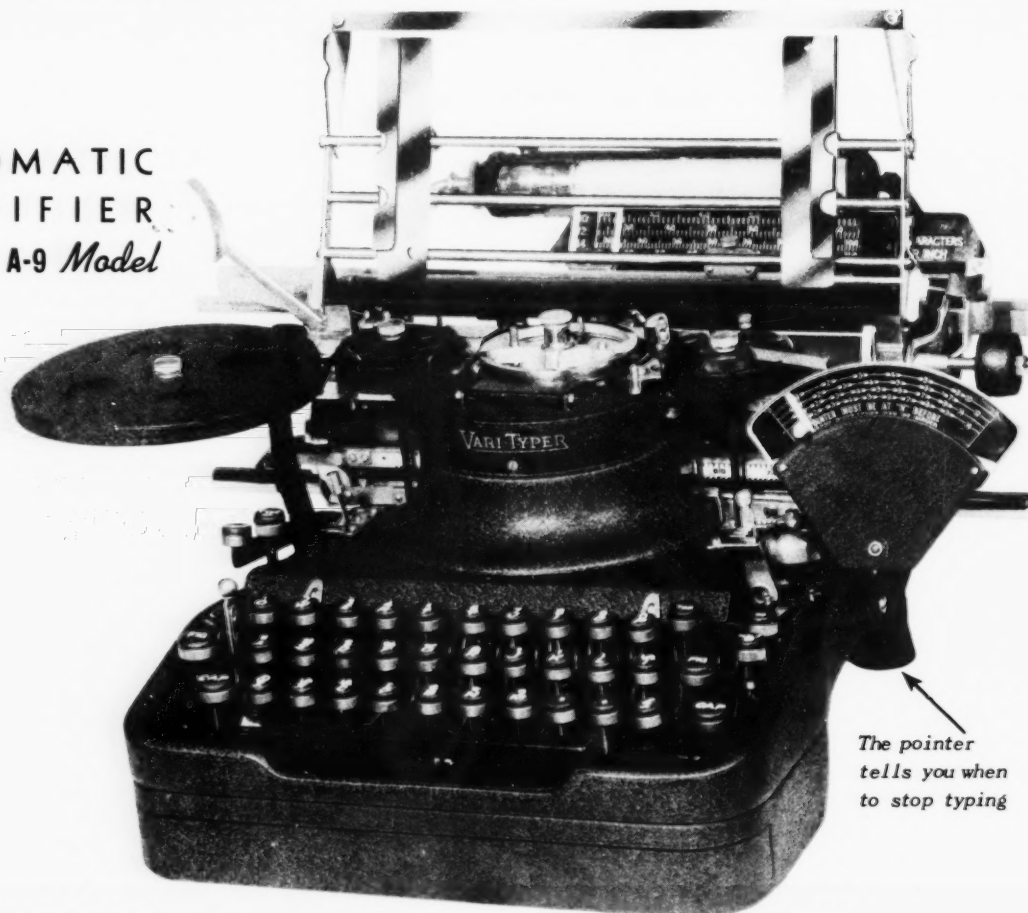


# VARI-TYPER

THE OFFICE COMPOSING MACHINE WITH CHANGEABLE FACES AND SPACES

AUTOMATIC  
JUSTIFIER

A-9 Model



The pointer  
tells you when  
to stop typing

## THE VARI-TYPER TAKES A RAGGED MARGIN

Centuries of reading "squared" printed matter (newspapers, magazines, etc.) have conditioned the reading public to expect even right hand margins. Ragged, uneven margins present an unfamiliar, hard to read appearance. As an illustration, the average reader labors over poetry with its jerky margins. Your own typist (after little instruction) can compose even margin copy on the Vari-Typer automatic justifier.

## AND CHANGES IT TO A SQUARED MARGIN

Centuries of reading "squared" printed matter (newspapers, magazines, etc.) have conditioned the reading public to expect even right hand margins. Ragged, uneven margins present an unfamiliar, hard to read appearance. As an illustration, the average reader labors over poetry with its jerky margins. Your own typist (after little instruction) can compose even margin copy on the Vari-Typer automatic justifier.

**ASK FOR A DEMONSTRATION IN YOUR OWN OFFICE**

RALPH C. COXHEAD CORPORATION



Text type set  
on Vari-Typer

333 SIXTH AVE., NEW YORK, N. Y.







## TIME FOR SURVEY

ADVERTISING COUNSELOR, W. L. Towne, 10 East 40th Street, New York City, sent us a letter with two questionnaires. His first paragraph reads: "I enclose two of the direct mail questionnaires filled out for two of our clients. You can tell your delinquents that it took me just ten minutes for each one."

Bill Towne thinks that is not a long time for a man to spend in organizing some straight thinking about his use of Direct Mail. Especially when that thinking can combine with the thoughts of many other men and can result in information that will be of help to all users of the mails.

Readers of *The Reporter* will receive other questionnaires during the coming months. We hope that *all of you* will take the five or ten minutes necessary to fill them in completely.

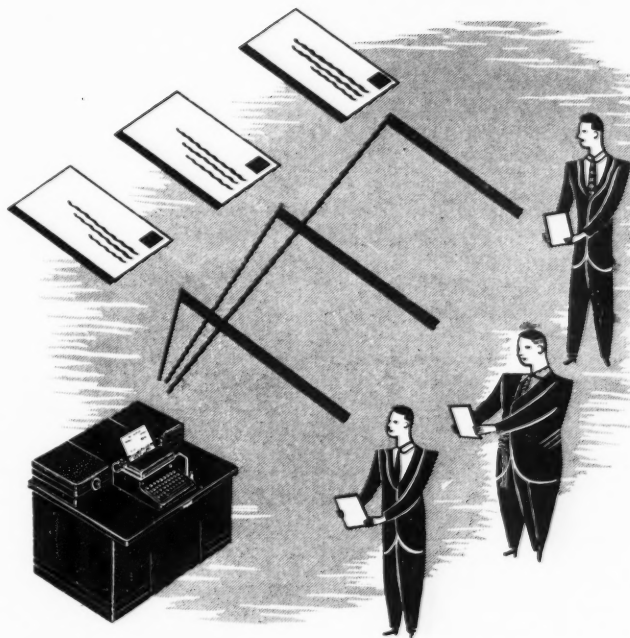
## NEW BOOK ON TYPE

TYPE SPECIMENS for Layout—Printing—Lettering, written by Bill Longyear, Head, Department of Advertising Design, Pratt Institute, and published by Watson-Guptill Publications, Inc., 330 W. 42nd St., New



York, N. Y., fills a very definite need in the direct mail and graphic arts field. It's 8 3/4" x 11 3/4", spiral bound across the top, so the cloth-covered board covers can hold the book in a convenient stand-up triangle position on the desk or drawing board. There are 145 single line type specimens of faces in common use; 58 single line specimens of antique or exotic types; 90 complete alphabets (with numerals); several pages of rules and decorative material; proofreading marks, explanations of the point system, definitions of printing terms, and other helpful information on type and its use. Price \$2.50.

THE REPORTER



## PERSONALIZE YOUR LETTERS WITH THE AUTO-TYPIST

Friendly and personal . . . or formal and forbidding? Which type of letter do you like to receive? Well sir, your customers have the same reaction.

Treat them to a friendly and personal salutation when they open your message, and get **REPLIES** heretofore unobtainable through ordinary mailings.

THE AUTO-TYPIST permits insertion of individual names—special data—fill-ins—dates—also dictated and stock paragraphs that **AUTOMATICALLY** "custom-tailor" as many as 200 personalized letters per day. Remember—the cost is amazingly low when you find results can be 10 TIMES GREATER.

## AMERICAN AUTOMATIC TYPEWRITER CO.

610 N. Carpenter St.  
CHICAGO

320 Broadway  
NEW YORK CITY

Strand House  
LONDON

MAIL THIS COUPON

Mail this coupon  
to our nearest  
office. Learn how  
AUTO-TYPISTS  
can help your  
sales and collec-  
tion problems.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## THAT PATENT SITUATION AGAIN

REPORTS ARE REACHING us that advertisers are again being bothered by these fellows who hold so-called patents on Direct Mail devices. Several advertisers during recent months have used the so-called automatic post card . . . the return card being addressed and slipped either into a slot or under a window and acting as the carrying address. *The Reporter* has printed several articles about this particular patent. We have shown photographs which prove beyond all doubt that this particular format was in general use at least ten years before the patent office granted a patent (because no one had ever thought of asking for a patent before).

When a "violation" occurs, the patentee usually calls on the phone or calls personally on the advertiser . . . and asks for a settlement. The best answer on any such calls is something similar to "Go jump in a lake." We have been trying for more than a year to get some advertiser to demand that the patentee take legal action, on the theory that it is fraudulent to threaten to sue . . . and not sue. It would be good to get this case in court, so that this silly patent could be removed from the record for all times. In the meantime . . . don't be scared by threats . . . *don't pay tribute.*

## THANKS FOR SPREADING

THANKS to (1) Ed Husen, Editor of THE POST, magazine of the Mail Advertising Service Association and (2) to George Kinter, Editor of Pittsburgh's ADVERTISING HIGHLIGHTS, for reviewing *The Reporter's* survey on "Do People Read Direct Mail." That is a story which will bear repeating many times . . . it may succeed in overcoming "objections" to Direct Mail.

## DIRECT MAIL FOR DEPARTMENT STORES

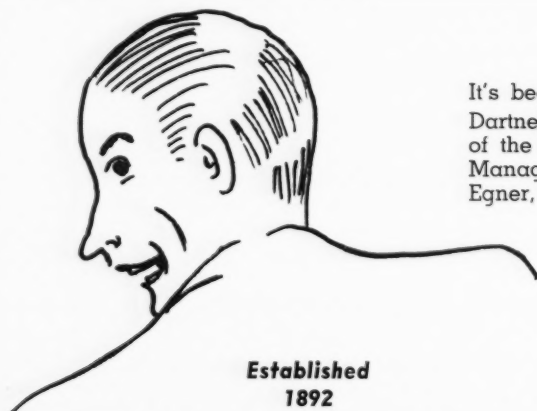
A survey made by the sales promotion division of the National Retail Dry Goods Association reveals that department stores spend between 4 to 5.30% of their annual gross sales on publicity, which includes all forms of advertising, plus display work. The amounts spent for each form of advertising vary for the different classes of stores, with newspaper advertising getting the greater portion of the budget . . . averaging from 2.17% of gross sales to 3.40% of gross sales.

On a country wide average, the 1939 publicity dollar showed that department stores spent 61¢ of that dollar for newspaper lineage and only 5¢ for direct mail. That country wide average figure of 5% is ridiculously low. Many department stores are seriously experimenting with Direct Mail, and there are a few cases of individual stores where 50% of the advertising budget is now being spent for mail promotion. (Reporter survey averaged 35% . . . but our returns naturally came from those stores most interested in Direct Mail.)

Because of the growing interest in Direct Mail, the National Retail Dry Goods Association decided to have a Direct Mail Clinic at its annual convention which was held in January in New York City. It was the privilege of *your reporter* to work with Joe Hanson, manager of the Sales Promotion Division and with Willard H. Campbell, advertising manager of G. Fox & Company, Hartford, Connecticut (chairman of the clinic) in developing the outline for the afternoon-long session.

The following experts appeared on the rostrum to answer the hundreds of prepared and extemporaneous questions placed before them:—Sidney Berg of Lit Brothers, Philadelphia; Frank R. Black, Jr., Publicity Director, R. H. White Company, Boston; William H. Elliott, Sales Promotion Manager, National Process Co., New York City; Merrall A. Fox, Merrall A. Fox Company, Baltimore; James Hanofee, Direct Advertising Manager, R. H. Macy & Co., New York City; Harry Latz, Harry Latz Service, New York City; Sidney Lightstone, Grey Advertising Agency, New York City; Edward N. Mayer, James H. Gray Company, New York City; Harold Merahn, B. Gertz, Jamaica, New York; Jules Paglin, Porter's, New Orleans, Louisiana; William Raftery, Addressograph-Multigraph Company, New York City; George Slackhauser, Vice President and Publicity Director, Bamberger's, Newark; Mrs. Helen M. Slater, Director, Consumer's Division, Premier Food Products,

(Continued on page 30)



## Pardon Our Back

It's been patted rather frequently recently . . .

Dartnell just selected an Ahrend Letter as the Blue Ribbon Letter of the Month . . . Prentice Hall's Business Idea Service, Sales Management's Round Table, Advertising and Selling, Frank Egner, our competitors in convention assembled (MASA), and our old friend *The Reporter* have patted our back with many kind words. . . .

### THERE MUST BE A REASON!

Write or Phone WOrth 2-5892 TODAY!  
Ahrend Direct Advertising can help you!

**D. H. AHREND CO., INC.**  
52 DUANE ST. • NEW YORK CITY

# APPEARANCE — DURABILITY — COST Are Important Cover Considerations

In planning catalogs, booklets and menus, you want cover stock that reflects high quality, remains fresh and attractive under hard use and still stays within a reasonable budget.

Not an easy combination of requirements to meet, but those are the very features that have made popular the two covers described here. Notice the typical uses shown below.



## **Wheary Trunk Catalog**

Printed in three colors, regular halftone inks, cellulose laminated (Supertuff).

## **Polarware Catalog**

Printed in blue and red high-gloss inks on Supertuff.

## **The Flame Menu**

Currency Cover, with gold inside, plain coating, printed three colors outside.

## **Burlington R.R. Menu**

Printed in four-color process. (Supertuff.)

## **Keith's**

Four colors with high-gloss inks on Supertuff.

## **Home Mutual Booklet**

Rich yet dignified. Two colors on silver Currency Cover.

## **Roster**

This Kansas City Advertising Club booklet uses Currency Cover in silver.

## **Emerson Electric**

Lustrous gold Currency Cover in two colors of high-gloss inks.

## **CURRENCY COVER**

A new development in metallic coating which radically reduces costs and opens a much wider use for metallic covers. It is made with a new type of casein coating which accentuates the bright gold and silver colors and provides an extremely smooth finish. The back is coated in bright white. Both sides have satin-smooth surfaces that take fine screen halftones beautifully.

## **Four Distinct Advantages**

Currency Cover offers three important advantages to the advertiser—high quality, richness of appearance and moderate cost. To the printer it brings another advantage—a metallic stock that is easy to print. It lies flat, handles easily and does not require pyroxylin inks.

## **SUPERTUFF COVER**

This is a decidedly unusual stock. Because of its extreme toughness it will retain its original snap and freshness under long hard use. Made on a super-strength base stock, it folds perfectly and is an ideal cover for all types of binding. Spiral, Plastic, Wire-O, Cercla, or any of the other newer bindings will not tear out or break loose.

## **Fine Printing Surface**

Double coated on both sides with a bright white, satin-smooth coating, it is suitable for 150-line halftones and color plates and for heavy ink coverages. It gives all the contrast, sparkle and detail possible on a high-grade enamel book paper. Supertuff is ideal for high-gloss inks, for spot varnish, for spirit varnish put on by machinery, for lacquering and for cellulose laminating.



## **FREE DEMONSTRATION PACKETS**

These contain printed and plain samples of Currency and Supertuff cover stocks in all weights. We believe you will find them genuinely helpful. Please write for either, or both, on your business letterhead.

This entire page is an advertisement of

**THE APPLETON COATED PAPER CO.**

1041 WISCONSIN AVENUE

APPLETON, WISCONSIN

Write for your copy of the free Packets mentioned above.  
They contain ideas helpful in planning your advertising.



USING  
REPLY CARDS (OR REPLY ENVELOPES)  
IN YOUR NEXT MAILING?

*Reply-O-Letters*

WILL MAKE THE MAILING  
MORE SUCCESSFUL!

The reply card or envelope

JOHN SMITH CO.

The Letterhead

The Window Envelope

The Reply-O Built-In Reply Card feature is available also in Blotters, Folders, Reply-O-Grams. Ask for Samples!

#### Only One Addressing . . .

PRE-SIGNS the prospect's name on the Reply Card—also PERSONALIZES the letter—and DIRECTS the message through the window envelope!

Reply-O offers the only *natural* way to pre-sign your prospect's name, thus increasing replies by as much as 50%!

#### WRITE FOR SAMPLES

**THE REPLY-O PRODUCTS CORP.**  
150 West 22nd Street • New York  
18 Kingston St. 624 So. Michigan Ave.  
Boston Chicago  
1749 E. 22nd St. 1500 Chestnut St.  
Cleveland Philadelphia  
520 Piquette Ave.  
Detroit

## DIRECT MAIL FOR DEPARTMENT STORES

(Continued)

New York City; L. Rohe Walter, Advertising Manager, The Flintkote Company, New York and President, Direct Mail Advertising Association . . . and your reporter.

It is impossible to give the entire proceedings in THE REPORTER, as they fill nearly one hundred pages of the typewritten, stenographic report. We have selected important sentences and paragraphs which should be of interest to all readers, whether they are in the retail business or not.

L. Rohe Walter:—Department stores have developed a technique for handling newspaper advertising to make it productive, but when it comes to Direct Mail, department stores are what you might call piece-minded. They consider Direct Mail as the preparation of a series of individual pieces to do a specialized job in connection with each piece. Direct mail advertising in connection with department stores can be institutional in character and can be used consistently and economically . . . can reflect the character and prestige and background of the store.

Direct mail permits great selectivity and timing. You can use it more as a sharp-shooting medium in that you can shoot at specific objectives and shoot very quickly and very economically. You can use it to build up an individual department or allied or related departments in your store. You can use it most effectively for intensive coverage of territories not covered by your newspaper advertising. You can tell more of a story by Direct Mail than you can possibly tell in newspaper advertising. You can use color; you can use larger illustrations; more showmanship. You can unquestionably establish a closer personal contact with your customer. You can build up good will by tipping off customers in advance of sales.

Sidney Lightstone:—Statistics of N.R.D.G.A. show that average store thinks they will take a nickel's worth of Direct Mail out of every dollar. That is the way many stores handle their Direct Mail. They think it is worth just about a nickel. Some stores consider Direct Mail as the most important approach to their most important prospect, (i.e. their charge or regular customer) and spend like Gertz in Jamaica, 50% of their advertising budget on Direct Mail. Many stores whose newspaper coverage does not reach their customers efficiently could afford to spend a great many times a nickel out of a dollar for Direct Mail. If Direct Mail is going to do anything for your store it certainly is entitled to the same type of advance planning and advance thinking as any other medium. Unless a store plans its Direct Mail on a long-term basis, it is likely to have just a nickel's worth.

Jules Paglin:—Intelligently worked out direct mail on the right kind of list is not as expensive as other mediums that the stores use.

Mrs. Helen M. Slater:—I asked twenty-five women to read Direct Mail for ten days not long ago, and twenty of them said they had always done it, and the other five never did.

Sidney Berg:—We break down our master lists into smaller selected lists. Our

# PIONEER • MOSS

PHOTO • ENGRAVERS SINCE 1872

460 WEST 34TH STREET • NEW YORK

MEDALLION  
3-0440-1-2-3





results from selected lists as against lists that are not selected run as high as 50% better in dollar results from the selected lists. You cannot do all the things you want to do unless you know your customer.

**Sidney Lightstone:**—What is the value of a regular house magazine? A house magazine can be anything from the type of Marshall Field's Fashions of the Hour down to a news insert in monthly bills. There are probably twenty five or thirty stores in the country that have done a consistent job of a house magazine which goes into the monthly bills. Your best prospect is your best customer and conversely your customers are your competitors' best prospects. Most effective job that any store could do with a small budget of direct mail would be to analyze the possibilities of a customer-retaining house magazine. If the store reaches a point of view that their charge customers are their most important customers and feel that that is the first job, then they will probably approach the house magazine idea and do the job consistently, thoughtfully, beautifully, and in good taste. Many stores who do a fairly good advertising job in the newspapers, send out the most atrociously printed and the most thoughtlessly prepared pieces of printing.

**Mrs. Slater:**—Women like house magazines. Let women know that you as businessmen are interested in them. Women like to feel that they are in on the "know." You can take them behind the scenes and do a good job in merchandising by direct mail.

**Mr. Walter:**—Direct Mail advertising has too long been considered the Cinderella or the stepchild of the whole advertising fraternity. It is the sort of thing that the "cubs" usually cut their teeth on. It is not supposed to take very much skill; you just fill up a letter with some typewritten copy. It is a "very simple thing" to lay-out a little booklet. You don't have to use very much ingenuity. You don't have to pay very much for your art work. That is the reason why so much Direct Mail put out by department stores does not truly reflect the prestige, the background, the experience or the service the institution renders the community. It is highly desirable to get the best type of creative people possible working for you in your Direct Advertising efforts.

(Continued on page 33)

Linton's Idea of the Month

LB



Each month during 1941 we are providing a new Idea for direct mail, based on the pulling power of BRISTOL.

#### THIS MONTH

"The Early Bird Catches the Worm" will show you how you can take advantage of your foresight in anticipating merchandise or service.

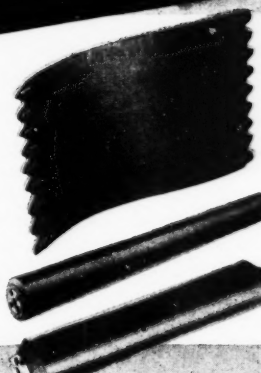
We won't tell you any more about it. Get the Idea itself — with the file folder and the other monthly Ideas to follow, by writing to

**LINTON BROTHERS**  
Fitchburg • Massachusetts

Like **STERLING** on **SILVER**  
**THE MERCURY NAME**  
IS YOUR ASSURANCE OF QUALITY

**M**ERCURY products long esteemed by printers and lithographers, give you the most out of your duplicating machines. These products will give you strong, evenly distributed ink areas under all conditions, save time in press work, and make wash-ups easier.

Put the mark of quality in your work by using Mercury products.



**MERCURY-LITH Blankets**  
FOR YOUR MULTILITH

**MERCURY-LITH Rollers**  
FOR YOUR MULTILITH

**MERCURY-GRAPH Rollers**  
FOR YOUR MULTIGRAPH

**RAPID ROLLER CO.**

Federal at 26th  
Chicago, Illinois

D. M. Rapport  
President

## WHAT'S THIS

FRANK HOXIE of Boston sends us tear sheet of an ad which appeared in "Advertising and Selling." It is an advertisement of an Advertising Agency.

It states in part:

"During 1940, the expenditures of clients of this agency fell into the following categories:

Newspapers	}	72.4%
Magazines		
Trade papers		
Radio		14.5%
Outdoor		6.9%
Motion pictures		3.6%
Publicity		2.6%
		100%

"For all those fields, advertising was created and prepared with one purpose in mind—sales. If this is a point of view in common with your own, a request to "look at the record" would be more than appreciated."

Frank Hoxie asks: "What! No Direct Mail?" . . . and your reporter echoes:

If advertising is designed to make sales . . . if Direct Advertising is included in the average budget in amounts indicated by *The Reporter* survey . . . how can an advertising agency claim to be doing a well-rounded sales and advertising job if the expenditures of its clients during 1940 did not include any Direct Mail Advertising? Or, did the clients do all of it?

## SHUSH STICKERS

WE'VE JUST BEEN inspecting some of the many designs for stickers and posters being used in the Canadian War effort. Many of these designs could be termed as "shushing labels." Copy emphasizes: "Don't Help the Enemy! Careless talk may give away vital secrets." Reading these labels made us wish that we had some such campaign here in the United States . . . directed not only at the general public, but to the publishers of newspapers and magazines. We are living in a strange world. There is definite evidence that thousands of foreign agents are *planted* in this country and yet we go gaily on our way publicizing every ship that is built, all the orders that are placed . . . and even members of the Congress raise the publicity roof when officers of the Army and Navy wish to testify in secret rather than public hearings.

Wouldn't it be a good idea in this time of world emergency for all of us to agree that some things in this country are more sacred than the freedom of the press?

for Results



## What Makes a Mailing CLICK?

Mailers agree—the list is more than half the story.

Comprehensive McGraw-Hill lists, used by leading direct-by-mail sellers, direct your selling message to the country's most profitable mail-order markets. Users report returns now better than ever before.

Ask for information about mail-order or industrial lists, ready-to-mail or special selections. All McGraw-Hill lists are guaranteed accurate within two percent; new names added and list revisions made daily.

Results tell the story. Follow the lead of successful mailers and get the facts today.

Direct Mail Division

McGraw-Hill Publishing Company, Inc.

332 West 42nd Street

New York, N. Y.

## THE PLANOGRAPHERS RIG & REEL



### NEW AND UNIVERSAL

The Planographers Rig & Reel is NEW—but tried, tested, and proven for nearly two years in hundreds of offset, Multilith and advertising plants and offices in 143 cities from coast to coast. It enables you to do finest reproduction typing on paper for camera—or direct on duplex plates—sharp, clean, fuzz-free!

You get fresh carbon at each stroke of your typewriter—and your typist can see what she is doing. No waste and no overlapping. Satisfied customers have volunteered over 500 prospects to us . . . such are its virtues.

### Positive, Unconditional Guarantee

Built strong and tough—for a generation of use—the Rig & Reel is unconditionally guaranteed for 12 months. So why wonder; see for yourself; test in your own office; rely on YOUR OWN EXPERIENCE; save over \$100 capital investment by snapping this coupon now.

A Necessity for Every Advertising Man

### What It Does

1. Saves precious time and money for every advertising man in quick preparation of copy to be planographed, Multilithed, or photographed for Mimeograph photostencils.
2. Pulls carbon paper ribbons through any and all typewriters—one space at a time!
3. Uses any make, length, width ribbon—gives fresh ribbon at each stroke, which means perfect copy!
4. Quickly detached and switched from one make or model to any other typewriter.

ONLY \$17.50

We Prepay Cash Orders

### 10 DAYS FREE TRIAL COUPON

Planographers Rig & Reel Co.  
217 North Tenth, St. Louis, Mo.

- ☐ Check enclosed.  
☐ Bill.

Send us a Rig & Reel on 10 days approval. We will return outfit in 10 days or remit \$17.50. (We prepay cash orders.)

Firm Name \_\_\_\_\_ By \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

## WHAT ARE THE USES OF DIRECT MAIL MOST APPLICABLE TO A DEPARTMENT STORE

**Mrs. Slater:**—To tell customers about good bargains—about new things. Women like personalized letters from anyone in their store thanking them for doing something or suggesting that they try something. It makes them feel important as a customer.

**Mr. Berg:**—We cannot get new charge accounts economically through the mail. We have had some very good results in getting time payment customers through the mail but poor results in getting new customers on a thirty-day basis.

**Mr. Paglin:**—If you get a list of newcomers coming into your town, and if you write them a letter and follow them through with a couple of follow-up letters, and perhaps a personal telephone call, you can get new business on your books that way. Use Direct Mail for regaining lost accounts. That is one of the most important uses most department stores overlook. In the old days when the department stores were small, the boss of the store used to stand down front and shake hands with the customers and make friends and make them satisfied, and if a man or woman walked out who was not satisfied, he made an inquiry to find out why the customer was not satisfied and made an effort to rectify the condition. Today eighty-two out of every hundred customers that go off your books and don't come back are lost because you either do not care about them or you have made them angry and make no effort to get them back or straighten out the situation. Some years ago a store released a customer control figure which said that 50% of their volume came from 15% of their customers. You can imagine what happens to you when you lose one of those good accounts and make no effort to get it back. Using Direct Mail to revive lost accounts is one of the things most department stores are overlooking. It is the most economical field that you can work on in your Direct Mail. You can do a better job there in many cases than you can by doing other types of institutional work.

**Mr. Lightstone:**—Direct mail can be used to build specific departments or groups of allied departments.

**Consensus of Opinion:**—Department stores should consider and handle their Direct Mail much differently than they handle newspaper advertising. Department stores should study all the possible uses for Direct Mail, and should select only those uses which are *most practical*. Some of the uses suggested: Statement inserts to push special items; Announcing fashion shows, exhibits, lectures; Getting new accounts; Regaining lost accounts; Thanking customers for patronage; Personal contacts for salesmen or to support efforts of outside specialty salesmen; To keep in contact with customers; Development of new trade territories; Building specific departments or groups of allied departments; For reaching selected lists of customers who are really interested in store events or departments, such as doctors, nurses, boy and girl scouts, teachers, etc.

**Chairman Campbell:**—Too many stores try to handle their Direct Mail in mass terms of newspaper advertising—shotgun instead of rifle shooting.

## CAN HUMOR BE USED IN DEPARTMENT STORE DIRECT MAIL?

**Merrill Fox:**—Using humor, of course, is a dangerous thing, but in ten years of advertising business, I have found that there is nothing that will get more attention, create more comment, arouse more interest, than something funny about a store or about a business. There are pitfalls in humor. You cannot be too smart-alecky about it. And when writing humorous copy, you always have to be careful not to ridicule the product or the merchandise itself. When it comes to the salesman or the boss or the buyer, you can go the limit. You can kid the pants off them. Your readers will enjoy it. If you take a weak department just watch the business of that department grow when you try using humorous copy on it for ninety days. If you use humor in your copy and if you edit that humor carefully; plan it; sweat over it and work on it so that it is funny and interesting, your customers will not be looking forward to sales . . . they will be looking forward to receiving your store's advertisements.

**Mrs. Slater:**—Humor can be dynamite. You have to be awfully careful about it. You cannot be too flippant with humor where the women are concerned because most women do not have a sense of humor.

**Harry Latz:**—I happen to be a great believer in humor in Direct Mail and I found it pays for other companies and also for some retail stores. For instance, instead of saying, "This is a big bargain," you can possibly say, "This is not chicken feed," and show the chicken feed in the letter. "Mrs. Jones, don't gamble. Come to the store

(Continued on next page)

## THE BEST

IMAGINE THE stimulation received at the end of a long visiting day, when the sales manager of a large organization in another city showed *this reporter* a hand written note, written by one of the salesmen, reading: "Unquestionably, *The Reporter* is the best of the magazines that pass over our desks."

The sales manager explained that he requires all salesmen to keep up to date by reading a great variety of business magazines. Such reactions make us all the more cautious to be on the right side of the fence in all of our opinions and facts.

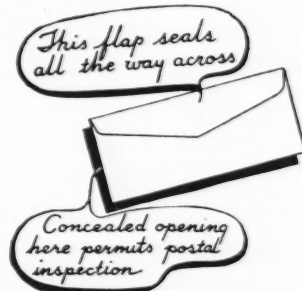


## BE A POSTAGE SLAVE DRIVER

### Make 1-Cent Postage Do A 3-Cent Job

One-cent postage CAN do a three-cent job if it is placed on an envelope that looks like **FIRST-CLASS MAIL**.

Curtis **POSTAGE REDUCER** Envelopes look like first-class mail because of patented construction which permits flap to seal all the way across.



This **FIRST-CLASS** appearance will cause more people to open and read your advertising . . . will bring you more inquiries and orders at lower unit cost.

### CURTIS 1000 INC.

342 Capitol Avenue, Hartford, Conn.  
1000 University Ave., St. Paul, Minn.  
1814 E. 40th St. Cleveland, Ohio

**Curtis 1000 Inc.** (Mail to nearest plant)  
Send samples of **POSTAGE REDUCER**  
Envelopes—no obligation—to:

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**FILM STENCILS**  
**HERE'S WHY TEMPO FILM IS THE NEW HIGH STANDARD:**

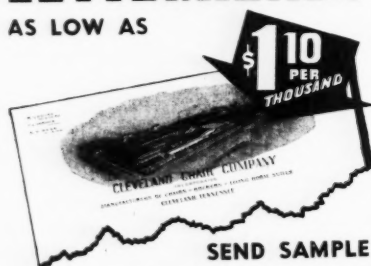
- ... the film eliminates type-filling! Type faces always clean — one of the secrets of cleaner, blacker copies!
- ... the film protects the stencil! No cut-outs. No weakened fibers. Hence, extra strength, harder wear, longer runs.
- ... the film saves everywhere! No type-cleaning; no cut-outs; no waste. Think of the savings—time, labor, materials.

You get more with Tempo Film  
 Write for details  
**Milo Harding Co.**  
 439 W. Pico Boulevard  
 Los Angeles, Cal.  
 515 Commonwealth Annex  
 Pittsburgh



**Tempo FILM STENCIL**

## LITHOGRAPHED LETTERHEADS AS LOW AS



**SEND SAMPLE**

of Your Letterhead and Let Us Submit a Modernized Design FREE!

Through mass production on the biggest and latest equipment, we offer fine quality work at prices that surprise our new customers and continue to hold our old ones. Not only on letterheads, but on circulars, folders and forms as well!

Whether or not you want your present letterhead re-designed, send us a line and say: "I'd like to see your folder of famous letterheads." With it we'll send our all-time-low price quotations on quality work. And, of course, you won't be obligated to buy.

**Universal Lithographing Co.**

Dept. 22, 4317 Diversey Ave., Chicago, Ill.

that will give you good value." Put a little chip on the letter and show a little cartoon. That will never hurt.

**Mr. Fox:**—Women weren't the slightest bit offended when Lapides Delicatessen sent out a card which says, "Have you ever seen a frigidaire do a strip tease?" According to Mrs. Slater, all the women in Baltimore should have been down on Mr. Lapides' neck for the card, "Caught with your pantry down," but no objections whatever, no accusations of bad taste. Women definitely have a sense of humor. They definitely do enjoy Direct Mail advertising if it is humorous or if it is interesting.

**Mr. Hoke:**—It is safer to use humor in Direct Mail than to put that same style of copy in mass mediums.

**Chairman Campbell:**—Who should write the letters soliciting new accounts and collection letters?

**James Hanofee:**—In our store (Macys) the advertising department usually writes the letters soliciting new accounts. Collection letters are written by the credit department and edited by the advertising department. By so doing, you get a sales technique in what might be otherwise a pure collection letter which might cause resentment.

**Mr. Berg:**—We do most of our Direct Mail with letters directed to a selected group of customers, but broadly speaking, anything that goes out in the mail we include as part of our direct mail work.

## CONCERNING MANUFACTURERS STORE HELPS

**Mr. Latz:**—Enclosures are poor because manufacturers try to save money. They are afraid of the weight, so they prepare inserts on very thin paper for fear that the postage will run too high and it will be overweight.

**Mr. Paglin:**—The trouble with most manufacturers is that they are trying to cover the whole field with the same type of material. That is almost impossible. Those manufacturers who are doing a good Direct Mail job are taking specific things and creating them so that the dealer can get the most out of them by merchandising a specific item.

## CAN YOU WEAR OUT YOUR WELCOME WITH DIRECT MAIL?

**Mrs. Slater:**—If you plug one item with a different piece and each piece is interesting, you can keep right on doing it. I think it is wise for stores to send out Direct Mail just on occasions, not every week or every other day.

**Mr. Latz:**—It depends on how interesting the pieces are. John Patterson of the National Cash Register Company insisted that it took twenty pieces to create an impression. We have found in tests for companies like tire companies that at least four letters are necessary to create a sale and create enough interest to bring them in. You might write to a person this month and they might not need any shoes, but three months from now they might be thinking of shoes and they should get a reminder from you. I do not think you can really wear out the welcome of Direct Mail if you keep the pieces interesting. Change the color of the envelopes, address by typewriter, address by hand, use stamps, don't make them all look alike. They will really welcome the mailing pieces.

**Mr. Paglin:**—You cannot get results on inactive account solicitation on one mailing. You do not get anything until the third or fourth.

**Mr. Hanofee:**—Salespeople's lists are very valuable, because these lists represent probably the best type of customer, in the opinion of the particular sales clerk and as a consequence, when special events occur in that department, a letter or simple folder or broadside spent on that special list will get an extremely high response.

**Mr. Paglin:**—The best list that you have in the store, of course, is your customer list. A good many stores, however, overlook their cash customers when they send out mailings on special events. You can compile a wonderful cash list from salesmen's books and it is surprising to see the results you can get from cash customers by sending some of your general mailings, particularly sale announcements, because most of the time those people are overlooked entirely.



## DOES COLOR PAY?

Mr. Latz:—It has been proven that warmer and brighter colors on paper will outpull plain white, and as the cost of colored paper over white paper is about a half cent a pound, which is probably a 7% increase in cost, it seems to be worth while. If paper costs a dollar a thousand for white paper, it would cost about \$1.07 for a pink, which is a good puller. When you remember that the paper is probably about only 10% of the cost of your whole mailing piece, you can figure that your increased cost is probably half-of-one-per cent . . . and it pays well. It has also been proven (for most businesses) that a two color letter or letterhead will outpull a one color letterhead, or a two color printing of a circular, by about 13%. Printing costs about two dollars a thousand extra, and your increased cost is probably about 5% on the mailing piece, and your increased results are 15%, so it pays.

Mr. Berg:—We pay as much attention to the envelope as we do to the piece itself that is inside the envelope. As an example, we use a window face envelope on a mailing that has to do with time payments. Inside that envelope we use a blue color on which we addressograph the person's name. It looks official . . . like a blue certificate. If you will pay as much attention to the envelope as you do to the piece itself, you are going to get it opened.

*Reporter's Note:* There were many other questions and answers on production and miscellaneous details. During the coming month, we will give you some specific reports on retail Direct Mail campaigns.

## WASTING POSTAGE

There is a certain big company (with an advertising budget running into the millions) which maintains a press relations department. The press relations department sends out frequent releases to a large list.

On one day in January, *this reporter* received four separate envelopes from this company. Each envelope contained a different release. The postage meter indicia showed that 1½¢ had been paid for each piece. A one-half cent saving may not seem much to a company spending millions for advertising . . . but a one-half cent *waste* is irritating to *your reporter*. So we wrote to our friends about it . . . and we print this item as a reminder that one of Ed Mayer's commandments is worth remembering—"Thou shall not count thy mail—weigh it." Everyone of these press releases could have been mailed for the 1c minimum at third class bulk. The sorting could not possibly cost the difference between the 1c and 1½¢ postage. In spite of the fact that all of us enjoy the bulk mailing privileges, many large organizations are still using the 1½¢ stamp or permit and wasting \$5.00 per thousand.

We started checking up some of our other mail, and find that a large national association has been sending its press releases at the 1½¢ rate. One of these days we will keep an accurate record of all mail received during a month's period and will publish a roster of those wasting postage.

For Advertising

Use

**SUPERIOR MANIFOLD**

(25% Rag)

White and 9 Colors

Cockle and Smooth Finish

• Send for Samples •

ESLEECK MANUFACTURING CO., TURNERS FALLS, MASS.

THE REPORTER

## Direct-Mail Address Costs Cut in Half!

Now you can afford (if you are a large mailer) to use an addressing machine instead of a typewriter on any mailing list addressed *more than once*. This is revolutionary, because heretofore names have had to be addressed at least four times before it was worthwhile to make address plates for them.

Send for circular, "Elliott Starts Addressing Revolution!" Learn how a 3-time addressing on a list of 100,000 names will pay for *both* the Address Cards and the Addressing Machine. And with this new Elliott system you will have no filing cabinets or trays to buy.

*Elliott*

ADDRESSING MACHINE COMPANY

127 Albany St. Cambridge, Mass.



## MONEY FOR YOUR LISTS

You *don't* sell your valuable names. But RENT them for handsome royalties to non-competitive businesses. Material is addressed and mailed by you at *your* Postoffice. If you can use increased *income* write today for details.

JAMES E. TRUE ASSOCIATES  
117 East 29 Street New York City

"IT'S A TRUE LIST"

For

# BUSY MEN

WHAT you want  
WHEN you  
want it!



## THE PERFECT WORK ORGANIZER

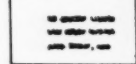
- Desk High
- Equipped with Lock
- Expansion and Compression
- Easy Operation
- Rubber Tired Casters
- Top Lifts and Falls Away
- Choice of Four Finishes
- Low Priced—Highest Quality

—Write for Circular—

AUTOMATIC FILE & INDEX CO.  
629 W. Washington Blvd.  
Dept. A-1 Chicago, Illinois

Which will you  
have?

NAMES



or  
PEOPLE



Names come to life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

### D-R SPECIAL LIST BUREAU

(Division of Dickie-Raymond, Inc.)

80 Broad Street

Boston

## WHAT IS THE BEST POSTAGE?

Your reporter has been criticized at times for emphasizing formulas or for reporting tests . . . the criticism being that we induce our readers to accept these formulas and tests as being infallible or conclusive. The criticisms usually come from people whose own particular ax has been *dented*. We remind those critics again of our constant admonition "don't accept formulas or tests as being authentic until they have been tested out in your own business." And that's that.

What is the best class of postage to use? That is a question often asked in letters or at meetings. No one can lay down a law that will apply to all cases. When it's right to use personal or automatically typewritten letters . . . then it's right to pay first class postage in spite of all tests. We'll give you the figures presented by Ed Mayer of James Gray, Incorporated, New York, at the National Retail Dry Goods Direct Mail Clinic.

A number of recent tests on general mailings have shown that the different classes of postage showed a variation in cost per reply by the following schedule. That is, the lowest cost per return is indicated by 1. The second best by 2, etc. And Ed Mayer explains that the first item was previously tested against the printed 1¢ indicia which pulled so poorly (comparatively) that it was eliminated from further tests. (All other mechanical and copy details remained constant.)

1. 1¢ postage meter indicia; 2. 2 one-half cent stamps; 3. 3¢ meter; 4. 2¢ meter; 5. 3¢ stamp; 6. 2¢ stamp.

According to Ed Mayer, tests were also run to determine the best color of ink to use on the permit indicia. Variation in return according to color indicia were indicated in the following order.

1. (best) purple; 2. red; 3. blue; 4. brown; 5. green; 6. black.

Just why the color of ink on a permit indicia should influence or affect the number of replies . . . is an unanswered question. Just why a 1¢ postage meter indicia should outpull 2 one-half cent stamps which outpull a 3¢ postage meter indicia . . . is another debatable question. But if (on a specific test) these variations occur due to the change in the class of postage or in the color of the permit indicia . . . then it is obvious that every mailer should try to find the best type of postage for his own work. You should always remember, however, that most of the testing experts have found that changes in copy appeal, headings, etc., produce larger and more profitable variations than any mechanical test.

Another example: Just to show how careful you must be with tests and formulas . . . it has been a generally accepted formula in the mail order and questionnaire division of direct mail that the only time it pays to use actual stamps on the return envelope is whenever the action requested does not involve the expenditure of money. That is, tests have shown that you can double the returns from a mail survey if you enclose a stamped envelope instead of a business reply form, or a plain envelope. But that technique does not seem to work where a money return was involved. Theodore O. Yoder of the National Society for the Prevention of Blindness, New York City, just told us about a recent test of his. He knew about the formulas for reply envelopes, but did not want to accept them as infallible until he had tested for his own purposes. He made exhaustive tests during past Christmas season, both with outgoing, as well as incoming postage. The *stamped* reply envelope (1st class) pulled a higher percentage of returns and more donations . . . which goes to prove that it pays to find the exceptions to established formulas.

## Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

**Fisher-Stevens Service, Inc.**  
183 Varick St. New York, N. Y.

## House Organs

A service limited to non-competing companies. Twenty-five years of successful experience. Write for information.

**William Feather**  
540 Caxton Bldg., Cleveland, O.

## LETTER GADGETS

you will be astonished by the far greater pull from your letters when you use a good gadget. Many of the best experts are using them, and Letter Houses who are recommending them are increasing their business beyond their wildest hopes. Good gadgets can be secured for less than 1c each and pay for themselves many times over by keeping those letters out of the wastebasket. Write for circular illustrating 115 different gadgets.

**A. MITCHELL**

326 N. Michigan Ave., Chicago, Ill.

**MILD WINTER**  
week-end vacations  
a great value

Room, Bath & Meals  
**\$10** '12 '14  
PER PERSON  
two in a room  
**FRIDAY TO SUNDAY**

**VACATION PACKAGE**  
MARVELOUS FOOD  
Comfortable Rooms  
Seawater Baths  
Sun Decks  
VITA GLASS SOLARIUM

WRITE FOR RESERVATIONS  
P. Ernest Todd, Res. Mgr.

**THE SENATOR ATLANTIC CITY**

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.  
Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

### ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

WE SPECIALIZE ON COLOR  
WE CREATE SALES PRODUCING  
ADVERTISING.  
BOWSER SERVICE CORPORATION  
51 Madison Avenue, New York

### ADVERTISING SERVICE

Check up on your advertising FREE! Are you getting the results that you have a right to expect? Find out NOW how you can increase sales and lower selling cost. Send samples of your advertising for frank, friendly and constructive analysis of selling power from prospect's point of view. Complete report with helpful suggestions mailed promptly without cost or obligation. Send it to: Dudley V. Cassard, Mail Sales Counsellor, 249 Wholesale Terminal Bldg., Los Angeles, Calif.

### EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### HOUSE MAGAZINES

500 TWO COLOR House Organs \$10.00; 1M, \$15.00. Brings new customers, develops present accounts. Free cut and copy service. Your ad on front cover. Proven results. Get samples. CRIER PUBL., 1840 E. 87th St., Cleveland, Ohio.

### MAILING LISTS

MAILING LISTS and PROSPECT LISTS. Write for catalog of 6500 classifications. TRADE CIRCULAR ADVERTISING COMPANY, 25 S. Market Street, Chicago, Ill. FRA 1182.

### MISCELLANEOUS

A new Slant on Printing Economy—Laurel's Improved Process. Reproduces Attractive Illustrated Promotional Pieces minus expensive Cuts—Typesetting. 500 (8½"x11") copies \$2.63; add'l 100's 22¢. All Sizes Available. Quantity Runs Lower. Request Complete Price Schedules; Free Descriptive Manual. Laurel Process, 480 Canal. Walker 5-0526.

### MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### ORIGINAL LETTERS

FOR OUTRIGHT SALE—100,000 original letters of agents and mail order buyers. Sample letters and advertisement clippings FREE on request. Reiffe, 160-B Monroe Street, New York City.

### SALES HELPS

CARTOONS AND ILLUSTRATIONS — Samples of finished work sent upon request. Charles Skiles, 126 Cedar St., Daytona Beach, Fla.

### SALES LETTERS


A single mistake in a good sales letter can destroy its effectiveness just as a little bag of pepper can ruin a carload of bananas. It pays to have an expert write your sales letters. Lester Meyers, 112 East 17th St., New York. GRamercy 3-1833.

### SITUATION WANTED

WHAT DO YOU want to know? Market Research—sales analysis—excellent advertising, research agency background. Desires permanent connection. Box 101, The Reporter, 17 E. 42nd St., New York City.

SALES PROMOTION, publicity; young American, diversified background, successful experience; direct mail, publicity, selling; salary secondary. Box 102, The Reporter, 17 E. 42nd St., New York City.

**THE JOHN B. WIGGINS CO.**  
ENGRAVED CARDS OF DISTINCTION



**1160 FULLERTON AVENUE, CHICAGO**

### POSTER STAMP SALES CAMPAIGNS

Poster Stamps and Albums, combine all the Sales Values of Premiums and Prize Contests at considerably less cost.

WE SPECIALIZE in plan, copy, research, design, editorial, production, marketing and selling of Poster Stamp Campaigns.

We have a number of case histories of successes by businesses, retail chain stores, institutions, civic groups and fund raising organizations.

Write for complete information today.

**HERMAN JAFFE ASSOCIATES**

23 West 47th Street, New York City  
Phone: BRyant 9-7274

Specializing in  
Poster Stamp Merchandising Campaigns



## REPORTORIAL :

HERE WE ARE properly switched to back copy page . . . since we write this *Reportorial* last. Other switches: survey swamped us with auditing and production problems . . . so January and February reports are combined. From now on, REPORTER will strut two colors—and will be processed partly in letterpress, partly in offset. We'll experiment with offset colors—using various combinations *without black*. Later on, let's have your vote on the whole scheme.

That's a serious looking group on the cover, checking results from Direct Mail Survey. Reading from left, the examiners are: Chet Sloane of Parents' Magazine, New York; Fred Rudge of William E. Rudge's Sons, New York; Keith Campbell, Swigart Paper Company, Chicago; Alexander Thomson, Jr., Champion Paper and Fibre Company, Hamilton, Ohio; Richard Bellack, Fox River Paper Company, Appleton, Wisconsin; *Your Reporter*; Herbert Kaufman, General Printing Ink Corporation, New York; Charles Snyder, Bankers Commercial Corporation, New York; Richard Faulkner, International Paper Company, New York; Wesley Beckwith, Royal Typewriter Company, New York and Summerfield Eney, Jr., Champion Paper, New York. Our thanks to the guest experts for taking time to check the figures on a difficult fact-finding job.

You now have final report on first survey "How is Direct Mail Advertising Planned." Start reading Varityped composition on page 15. We've described the statistics as painlessly as possible. Send us your comments, criticisms and suggestions. Are you satisfied with the job? Would you like future surveys in chart, statistical or descriptive form? Is the two color (neither black) processing easy on the eyes . . . or what? You should find plenty of other interesting material in this issue. That's a great story from the Department of Agriculture in Washington. Your company *may* need the same kind of medicine. In using "may", we are being *polite*. Read that report of the Department Store Clinic, starting on page 28. It contains ideas applicable to all lines of business.

Nearly impossible to summarize activities during January and February. Paper Trade Convention, meetings of Direct Mail School Alumni, trips to here and there talking to such groups as Pennsylvania, Girard and Mt. Holyoke Alumni Associations, New Brunswick Ad Club, St. Ursula Society, Orange High School, and "France Forever," with Linde Clinics and other

## THE REPORTER OF DIRECT MAIL ADVERTISING

Edited by Henry Hoke, assisted by associate reporters all over the world

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meetings thrown in for good measure. That's the life of a Direct Mail Reporter . . . and partly explains how we pick up ideas and land a few digs at the mail-misusing propagandists in one operation.

Although we've reduced amount of space devoted to "War in the Mails" . . . the fight is hotter than ever. It's no longer a lone-wolf battle. Newspapers and magazines have carried the story about the Nazi-Fascist-Communist misuse of our mails. Post Office finally took action . . . and barred some 15 tons of foreign propaganda on a technicality (which the propagandists can overcome by signing "foreign agent" forms). People at last are becoming alarmed about the danger in the mails. Congress usually *follows the public* . . . so it may eventually take action. REPORTER readers should continue to contact Congressmen, newspapers and civic leaders. Keep on urging that something be done—legally, but emphatically—to stop foreign misuse of the United States Mails.

One story is nearly too hot to handle. Franked (free) mail from at least five Congressmen is being received by persons on *German list*. Nothing in our laws to stop this—but someday we ordinary tax-paying citizens will insist on knowing why a Senator from West Virginia or a Representative from Boston should use his *franking* privilege to circularize lists of people scattered in every state . . . with obvious help of questionable associates. Why should Senator Burton Wheeler of Montana mail, under his frank, *form letters from Brooklyn* to prominent Irish people in New York, asking them to bring pressure against Bill No. 1776? We'd be

against this practice even if the Senator requested pressure "*for*." Who addresses the envelopes? Who pays for printing? Why mailed in Brooklyn? Why Irish lists? Why . . . *a lot of things*? A sordid picture! URGENT REQUEST:—If any readers of REPORTER receive *franked mail* from members of Congress (not their own representatives) and contents are suspicious, send us complete piece. If you desire, cut your *name* and *street address* out of envelope, but be sure to retain *city line* and post mark.

Thomas Quinn Beesley of that National Council tells me to be sure to include his latest bulletin in our file offered for public inspection. Gladly! Now that Post Office is taking *some action*, T.B.Q. in a four page model of ambiguity infers that he has been assisting in "confidential, closely controlled, cooperative activity by carefully selected forces, working harmoniously together in veteran, professional experience" . . . whatever that means!

Beesley advises his members that—in information about conventions of International Postal Union can be secured from *secretariat of Union in Switzerland*. That, *believe me*, is long distance record for side tracking fact that adequate information is obtainable from Dies Committee and Post Office in *Washington*.

Talk, talk, talk . . . delays, debates, distortions . . . hitting from all sides. Less talk . . . more action . . . needed now. Particularly on foreign and foreign-inspired propaganda. It is subversive and un-American. It should be barred from the mail . . . without subterfuge or further talk. H. H.







# Rising Intralace

## ONE OF THE RISING PAPERS FOR MODERN BUSINESS USE

To those who plan printed advertising, Rising Intralace will give out-of-the-ordinary results at a low cost. It has an interesting formation, finish, beautiful colors and a feeling of quality. To printers, Intralace offers a surface that prints equally well by letterpress or offset-lithography. Try Rising Intralace for your next direct mail or printed advertising assignment. Ask your Rising Merchant for sample sheets for testing and proving.

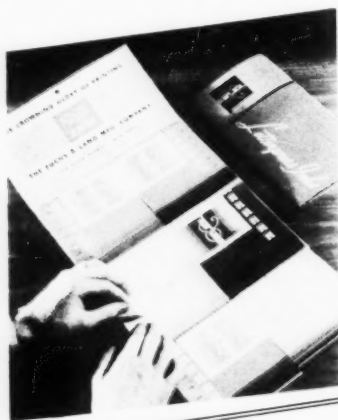
RISING PAPER COMPANY • Housatonic, Massachusetts





# Introducing

color to The Reporter, and Fuchs & Lang Mfg. Company to the direct mail world. May we say that in both cases it is a pleasure...and that our facilities and experience are at your disposal.



## THE CROWNING GLORY OF PRINTING

One of the most complete color specimen books ever printed is now available to you. If you are interested in letterpress printing, you will want this combination folder and wall chart showing 72 brilliant colors, including gloss inks. Besides the screen values, the characteristics of each ink are conveniently catalogued. Perforated swatches for color specification are part of every color page — a convenient feature. Sent upon request.



## INKS FOR SMALL OFFSET PRESSES

Thirty-nine colors and blacks, lithographed on coated and offset stocks, are displayed in this handy specimen book along with an index of the characteristics of each ink. The screen values of the colors will be of definite aid in color selection. Available upon request.

**THE FUCHS & LANG MFG. COMPANY**  
(ESTABLISHED 1870)  
 DIVISION - GENERAL PRINTING INK CORPORATION  
**100 SIXTH AVENUE • NEW YORK**

Boston  
San Francisco

Chicago

Cincinnati  
Fort Worth

Cleveland  
Los Angeles

Philadelphia  
Toronto, Canada

St. Louis



